



## **BISON CAPITAL PARTNERS V, LP ANNOUNCES INVESTMENT IN MIVA, INC.**

San Diego, CA (April 28, 2017) – Bison Capital Partners V, LP ("Bison Capital") announced today that it has closed a growth investment in Miva, Inc. ("Miva" or the "Company"), a leading provider of ecommerce software, hosting, and professional services. The Company's software and services allow customers to build, manage, and integrate their ecommerce experience, incorporating all aspects of the online sales process including catalog management, order management, payment, and fulfillment. Bison's growth investment will allow Miva to expand its solution offerings both organically and through acquisitions, as well as expand Miva's sales, marketing, and client service resources.

Miva provides software and services solutions to small to medium-sized business ("SMB") and "emerging enterprise" clients (customers with online revenues between \$1 and \$100 million) through a highly customizable, scalable, and secure product suite. Since 1997, Miva's ecommerce solutions have powered over \$100 billion in online sales for some of the most successful B2B and consumer brands in the world. The Company delivers expertly-designed solutions to help high-growth businesses serve their customers in the most innovative, forward-thinking ways possible. Miva Merchant stores deliver superior online shopping experiences and support sophisticated back-end ecommerce workflows. The Company's product and service suite is particularly well suited for businesses who have complex SKU catalogs and multi-variable sales characteristics.

Rick Wilson, CEO of Miva, stated, "This is the first time in our history that we have accepted growth capital. Bison Capital represented a rare opportunity to partner with experienced private equity professionals with incredible pedigree, while at the same time holding the same vision in Miva's core values and building upon the growing dominance of Miva in the enterprise ecommerce space."

"Miva has built tremendous momentum serving thousands of businesses with its industry leading ecommerce platform suite. We are very excited to invest in this outstanding team and organization to support Miva's expansion of its portfolio of devoted clients and the services it provides to them," added Lou Caballero, Partner at Bison Capital.

### **About Miva**

Founded in 1997 and based in San Diego, CA, Miva provides an industry leading ecommerce platform to high-growth B2B and B2C businesses, streamlining the ecommerce experience for vendors, retailers, and their customers through a highly customizable, scalable, and secure suite of software products and services.

[miva.com](http://miva.com)

### **About Bison Capital**

Bison Capital is a Los Angeles and New York based firm that makes growth capital investments in middle-market companies, public or private, for expansion, acquisitions and balance sheet recapitalizations. The firm's primary investment focus is partnering with entrepreneurs and management teams seeking capital to grow their businesses.

[bisoncapital.com](http://bisoncapital.com)

**Bison Capital Asset Management, LLC – Bison Capital Partners IV, LP**

233 Wilshire Blvd., Suite 425, Santa Monica, CA 90401  
780 Third Ave., 30<sup>th</sup> Floor, New York, New York 10017