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**FOR IMMEDIATE RELEASE**

## **Regpack Selects BlueSnap to Process Payments for Online Registrations**

*With BlueSnap's powerful API and flexible platform, Regpack has created easy enrollment processes*

**Waltham, Mass.---April 2, 2013---**[BlueSnap™](#), the most flexible and advanced buying platform for online companies selling goods and services over the web and mobile, today announced that [Regpack](#), a global online enrollment platform serving the private education industry, has selected BlueSnap to process the financial transactions for its online enrollments. Regpack integrates with BlueSnap's flexible and advanced payments platform to provide a complete enrollment and payments solution for organizations such as private schools, camps, educational tourism, faith community organizations, seminars and professional conferences.

“We evaluated buying platforms and concluded that BlueSnap's powerful API, flexibility, and ability to offer more than just a standard payments system was the best fit for us,” says Asaf Darash, founder and CEO of Regpack. “Moreover, BlueSnap's strict security measures for online transactions mean that we can use BlueSnap to process payments and conduct business without going through the expense of becoming PCI-compliant level one on our own.”

Together BlueSnap and Regpack solve the number one problem in online enrollment – the abandoned cart. Many prospective registrants abandon the process at the product selection and payment stage because they don't know if they are eligible for the services they want. With BlueSnap, Regpack eliminates this problem by integrating eligibility requirements into the process so that applicants select only the products and services for which they are eligible, along with valid payment options and discounts. Through the custom integration of BlueSnap's API, Regpack empowers buyers to start the purchasing process on any page, dramatically increasing conversions to revenue.

“As educational tourism increases and Regpack continues to expand and grow globally, we are excited to partner with them and provide them the global payment processing piece they need to service their customers in multiple currencies and languages,” says Ralph Dangelmaier, CEO of BlueSnap. “Our platform is so flexible that Regpack could integrate it seamlessly with their system, helping them work with customers globally.”

## About BlueSnap

BlueSnap™ is a comprehensive global buying platform that fuels growth for companies serving digital, physical and mobile markets. A single dynamic platform, BlueSnap helps businesses grow faster through a configurable and flexible approach to eCommerce, Payment Processing, eMarketing and Subscription billing. Businesses can simply integrate BlueSnap's innovative and powerful **BuyNow** capability solutions anywhere onto their web sites supporting any merchant buying model. BlueSnap's global network securely supports over 5,000 online businesses in 145 countries in multiple languages, currencies, payment methods and devices. Learn more at: [www.bluesnap.com](http://www.bluesnap.com).

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