



2Checkout and WooThemes Partner to Enable Merchants Around the World to Accept Payments from Anyone, Anywhere

Global partnership extends 2Checkout's payment gateway to WooThemes extensive customer base in nearly 200 countries

COLUMBUS, Ohio & CAPE TOWN, South Africa – [2Checkout](#), a leading online payment provider to merchants worldwide, and WooThemes, maker of the WooCommerce plugin for WordPress, today announced a partnership to offer 2Checkout's online payment technology to WooCommerce users. The integration allows WooCommerce merchants in nearly 200 countries to accept payments in 26 currencies, as well as increases conversion rates over a standard hosted form.

WooThemes' WooCommerce plugin for WordPress powers nearly 18 percent of all e-commerce websites, with 381,000 active online stores worldwide. WooCommerce users can easily integrate 2Checkout's payment form, which overlays on the merchant's website without redirecting visitors to a separate page and results in as much as a 20 percent increase in conversion rates over redirects to a standalone hosted payment form. 2Checkout's payment form maintains the branded look and feel of the merchant's website design, and adapts the checkout page responsively for smartphones and tablets for universal accessibility.

"2Checkout has been a pivotal product for WooCommerce merchants in enabling customers to check out in a variety of currencies. 2Checkout has changed the payments landscape for sellers across the globe. We are truly excited to present our customer base with the latest integration for 2Checkout built by the ninjas at WooThemes," said head of business development at WooThemes Joel Bronkowski.

"WooThemes' WooCommerce is the premier WordPress plugin for e-commerce, known for its ease-of-implementation and simplicity," said Kevin Gallagher, Senior Vice President of Business Development at 2Checkout. "We're thrilled to partner with one of the largest e-commerce platforms to reach merchants in nearly every country in the world."

With this integration, the majority of a merchant's PCI compliance burden is alleviated, as cardholder data is never held on the merchant's servers. Advanced fraud protection is included at no additional cost to minimize merchant losses by identifying fraudulent transactions by analyzing over 300 risk variables. Through November 30, 2014, WooThemes customers who sign up and use 2Checkout for payment processing will get a credit for the full amount of the WooThemes plugin. Details on the partnership and credit can be found [here](#).

About WooThemes:

WooThemes is an international business providing a platform to extend standard WordPress-powered websites via a range of innovative themes and plugins. Its flagship product is WooCommerce – a hugely popular, freely available e-commerce plugin with a wide range of commercially available extensions and themes. With WooThemes, businesses and individuals can get professional WordPress sites launched quickly and affordably. Visit <http://www.woothemes.com/> for more.

About 2Checkout:

2Checkout is a global payment provider that makes it easy to accept payments from anyone, anywhere. Trusted by tens of thousands of merchants in nearly 200 countries, 2Checkout offers easy signup and implementation, with top notch customer support. Businesses and organizations can accept payments using 8 payment methods and in 26 currencies, and settle in 25 home currencies. 2Checkout offers both hosted checkout forms and APIs, and integrates with more than 100 shopping carts. For more information, please visit www.2checkout.com.

Media Contact:

Renee Newby

Rocket Science PR, for 2Checkout

Office +1 415 464 8110 x213

Mobile +1 757 651 6554

Email renee@rocketscience.com