

PURCHASE, N.Y.--([BUSINESS WIRE](#))--MasterCard today announced that Beyond the Rack, a North American eCommerce fashion retailer with over 9.5 million subscribers, has signed on to provide MasterPass, a [digital wallet service](#) that allows consumers to use any payment card or enabled device to discover enhanced shopping experiences. The new service provides Beyond the Rack's broad customer base a convenient and flexible way to pay via the web or on a mobile device.

Beyond the Rack joins the tens of thousands of retailers in Canada and the US who are enabling a seamless, secure and speedy check out regardless of where consumers may be and what device they may be using.

"Beyond The Rack's success is driven by the consumer desire to shop online – and get a great deal," said Yona Shtern, CEO, [Beyond The Rack](#) . "Our members shop with us regularly, and a great shopping experience is key to building customer loyalty. Implementing MasterPass is one way we can do that. Now, with just a few clicks, shoes, bags and fashion are securely on their way to the shopper's home."

MasterPass is an [innovative digital commerce solution](#) that delivers value to both consumers and merchants for its simplicity and security. Available now at www.beyondtherack.com, shoppers can begin using MasterPass, registering their credit card credentials for a simplified and faster checkout experience. As MasterPass continues to evolve, Beyond the Rack customers will be provided additional tools including real-time alerts, account balances, loyalty programs as well as Priceless offers and experiences. Since its launch, MasterCard has nearly tripled the number of MasterPass merchant partners in both Canada and the US.

"MasterPass is convenient, secure and easy for consumers to complete their online shopping. It is equally as great for businesses that are looking to deliver a seamless experience to their customers. Beyond the Rack recognizes the immense value that MasterPass brings to their business," said Will Giles, Vice President, Emerging Payments, [MasterCard Canada](#)

.

For a list of top Canada and US merchant partners, please visit: <http://shopnow.masterpass.com/en-ca/>

“At the end of the day, it’s our goal to provide our merchant partners – and ultimately consumers – with an enhanced shopping experience that allows people to pay when, where and how they want,” said Michael Cyr, Group Executive, U.S. Customer Delivery, MasterCard. “The breadth and caliber of merchant partners accepting MasterPass is evidence of the strength of this solution for retailers and shoppers alike.”

Cardholders can sign up at www.MasterCard.com/MasterPass or by clicking on the ‘Buy with MasterPass’ button when checking out at BeyondTheRack.com or other MasterPass merchant partner.

About MasterPass

MasterPass™ is a digital service that allows consumers to use any payment card or enabled device to discover enhanced shopping experiences that are as simple as a click, tap or touch – online, in-store or anywhere. The MasterPass suite of services includes: MasterPass checkout services to provide merchants a consistent way to accept electronic payments regardless of where the consumer may be; MasterPass-connected wallets to enable banks, merchants and partners to offer their own wallets; and, MasterPass value added services to enrich the shopping experience before, during and after checkout.

About MasterCard

MasterCard (NYSE:MA), www.mastercard.com, is a technology company in the global payments industry. We operate the world’s fastest payments processing network, connecting consumers, financial institutions, merchants, governments and businesses in more than 210 countries and territories. MasterCard’s products and solutions make everyday commerce activities – such as shopping, traveling, running a business and managing finances – easier, more secure and more efficient for everyone. Follow us on Twitter [@MasterCardNews](https://twitter.com/MasterCardNews), join the discussion on the

[Cashless](#) [Pioneers Blog](#)

and

[subscribe](#)

for the latest news on the

[Engagement](#) [Bureau](#)

.

About MasterCard Advisors

MasterCard Advisors, the professional services arm of MasterCard, provides clients around the world with insights and solutions that drive business impact and ROI. The company uses advanced analytics and deep payments expertise to translate data into actionable behavioral insights and customized services. With analyses based on more than 80 billion anonymous transactions processed in 210 countries worldwide, the company leverages aggregated information and a consultative approach to help financial institutions, merchants, media companies, governments and other organizations grow their businesses. For more information, go to www.mastercardadvisors.com.