

Constant Contact Announces Marketing Expert for Small Businesses and Organizations in Georgia

Pamela Adams works with Georgia chambers to help area small businesses

Chamber members are welcome to attend cost-effective email marketing and interactive seminars

ATLANTA, GA – February 8, 2008 – With the United States facing a potential economic downturn, many small businesses nationwide are looking at ways to build stronger relationships with their customers and continue to grow their businesses. To help Georgia-area small businesses better connect with their customers, [Constant Contact®](#), Inc., a leading provider of [email marketing](#) and [online surveys](#) for small organizations, today announced that local small business expert, Pamela Adams, is leading free interactive seminars across the state. The seminars will provide small businesses and organizations with fundamentals on how to create successful and effective communications programs using email marketing and other online tools.

Pamela Adams has more than 15 years of experience helping small businesses and organizations achieve success through proven marketing tools and strategies. An inspiring coach, she conducts free email marketing seminars throughout the metro-Atlanta community to help local small businesses better communicate with their customers.

“Georgia is a thriving area for small business and we want to help provide local small businesses with the resources they need to continue to be successful despite economic concerns,” said Annette Iafate, senior director, regional development, Constant Contact. “Pamela’s knowledge and passion for email marketing and small business success makes her the perfect expert to guide Georgia’s entrepreneurs and teach them new techniques to promote their businesses.”

As a part of her efforts to support Georgia-area small businesses, Adams has partnered with local chambers throughout the metro-Atlanta area including DeKalb, South Fulton, Greater N. Fulton, as well as the Atlanta Metropolitan chambers in order to help their members understand the essential role that direct communication with customers plays in their success while providing tips on how to implement an effective email marketing strategy.

Reaching Small Business Owners through Georgia Chambers

The DeKalb Chamber of Commerce recently partnered with Constant Contact and is now able to offer discounted email marketing and online survey tools to their members. To bolster this support, the Chamber has invited Adams to host a three-part seminar series in conjunction with the Chamber in February. The combined series will provide a comprehensive overview of strategies and techniques that small businesses can use to build successful customer relationships, drive sales, and deliver business results with permission-based email marketing.

“Constant Contact is an invaluable marketing resource for our members. Given the slowing economy, this is a key time for them to invest in tools that will allow them to nurture their current customer relationships,” said Janniece Leonard, marketing and communications manager for the DeKalb Chamber. “Having Pam available to give seminars and answer questions is an important asset to our community and we’re excited to be working with her.”

Seminar Series Details:

The Power of Email Marketing: This seminar covers the basics of what email marketing is, why it works so well, and how to use it in business planning and as a strategy to achieve specific goals.

February 11, 2008

Location: DeKalb Convention and Visitor’s Bureau
1957 Lakeside Parkway, Suite 510
Tucker, GA 30084

Time: 8:30 a.m. ET

Getting Started with Constant Contact: This interactive workshop will help recipients save time by allowing them to quickly and easily master email marketing. We’ll provide tips and techniques and guide you through the tools and features of the system.

February 18, 2008

Location: DeKalb Convention and Visitor’s Bureau
1957 Lakeside Parkway, Suite 510
Tucker, GA 30084

Time: 8:30 a.m. ET

Constant Contact Beyond the Basics: This workshop is designed to help recipients take advantage of the current "best practices" in planning, designing, and sending email campaigns. We will take an in-depth look at strategies to build better lists, write good subject lines and content, and improve campaign performance.

February 28, 2008

Location: DeKalb Convention and Visitor's Bureau
1957 Lakeside Parkway, Suite 510
Tucker, GA 30084

Time: 8:30 a.m. ET

Adams' seminars and partnership with the DeKalb Chamber of Commerce is just one example of the work she is doing to promote Georgia's small business community.

To sign up for the DeKalb series and to learn more about upcoming seminars in Georgia, please visit: www.constantcontact.com/georgia.

About Pamela Adams

Pamela is a technology expert with more than 15 years of experience helping small businesses, entrepreneurs, and non profits achieve success. She has designed programs and trained numerous clients on how to enhance and improve their businesses through innovative and affordable Internet marketing strategies. Pamela uses her technology know-how and training skills to help small business and non profits in the Atlanta area maximize the power of relationship marketing.

About Constant Contact, Inc.

Constant Contact, Inc. is a leading provider of email marketing and online survey tools for small organizations, including small businesses, associations, and nonprofits. Launched in 1998, Constant Contact has more than 150,000 customers worldwide today. To learn more, please visit www.constantcontact.com or call (781) 472-8100.

This press release contains "forward-looking statements" within the meaning of the "safe harbor" provisions of the Private Securities Litigation Reform Act of 1995. These forward-looking statements are made as of the date they were first issued and were based on current expectations, estimates, forecasts and projections as well as the beliefs and assumptions of our management. Words such as "expect," "anticipate," "should," "believe," "hope," "target," "project," "goals," "estimate," "potential," "predict," "may," "will," "might," "could," "intend," variations of these terms or the negative of these terms and similar expressions are intended to identify these forward-looking statements. Forward-looking statements are subject to a number of risks and uncertainties, many of which involve factors or circumstances that are beyond Constant Contact's control. Constant Contact's actual results could differ materially from those stated or implied in forward-looking statements due to a number of factors, including but not limited to, the Company's ability to attract new customers and retain existing customers, the Company's dependence on the market for email marketing services for small businesses, nonprofits, and associations and general economic conditions affecting that market, adverse regulatory or legal developments, the Company's ability to continue to promote and maintain our brand in a cost-effective manner, the Company's ability to

compete effectively, the continued growth and acceptance of email as a communications tool, the Company's ability to develop and introduce new products or enhancements to existing products, the Company's ability to manage growth, the Company's ability to attract and retain key personnel, the Company's ability to protect its intellectual property and other proprietary rights, and other risks detailed in Constant Contact's Quarterly Report on Form 10-Q for the period ended September 30, 2007 filed with the Securities Exchange Commission ("SEC") on November 16, 2007, Constant Contact's prospectus filed with the SEC on October 3, 2007 pursuant to Rule 424(b)(4), as well as other documents that may be filed by the Company from time to time with the SEC. Past performance is not necessarily indicative of future results. The forward-looking statements included in this press release represent Constant Contact's views as of the date of this press release. The Company anticipates that subsequent events and developments will cause its views to change. Constant Contact undertakes no intention or obligation to update or revise any forward-looking statements, whether as a result of new information, future events or otherwise. These forward-looking statements should not be relied upon as representing Constant Contact's views as of any date subsequent to the date of this press release.

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