Constant Contact Announces the Addition of Liberty Tax, One of the Nation's Fastest Growing Retail Tax Preparers, to its Franchise Partner Program

Tax preparation franchise system to use Constant Contact Email Marketing tool to build customer relationships

WALTHAM, Mass.--(BUSINESS WIRE)--Constant Contact®, Inc. (NASDAQ: CTCT) has announced that Liberty Tax, one of the nation's fastest growing retail tax preparation companies, has selected Constant Contact as its online marketing vendor and has joined the Constant Contact Franchise Partner Program. Through the Program, Liberty Tax franchisees and area directors can leverage Constant Contact's Email Marketing tool to create and grow customer relationships.

"One of the reasons Liberty Tax has consistently been ranked one of the nation's top franchise opportunities is our commitment to providing the best tools and training to our franchisees and Constant Contact has set the industry standard with their online marketing tools for small business," said Martha O'Gorman, chief marketing officer at Liberty Tax. "With Constant Contact's expertise, we can maintain brand consistency across all channels as we continue to expand our franchise network."

According to a 2011 Aberdeen Group study, customers that used Constant Contact for email marketing generated almost 30% more revenue from their campaign versus those that used products from competitors. Liberty Tax franchisees can now take advantage of this expertise and choose from a number of custom-built Liberty Tax branded email marketing templates to quickly and easily create professional customer communications, manage email contact lists, and measure email campaign results. Additionally, Liberty Tax franchisees can rely on Constant Contact's award-winning coaching and support to build effective email marketing campaigns.

"Liberty Tax is an ideal partner for Constant Contact because we share a critical mission of supporting the success of small businesses by building quality customer relationships," said JP Guilbault, vice president, sales, Constant Contact. "Our online marketing tools have the best success rate in the industry for small businesses and franchises, and we look forward to bringing our Know-How to their fast growing franchise organization."

About Liberty Tax Service

Liberty Tax Service is the fastest-growing retail tax preparation company in the industry's history. Founded in 1997 by CEO John T. Hewitt, a pioneer in the tax industry, Liberty Tax Service has prepared over 9,000,000 individual income tax returns. With 42 years of tax industry experience, Hewitt stands as the most experienced CEO in the tax preparation business, having also founded Jackson Hewitt Tax Service. The Liberty Tax website is www.libertytax.com. The Give Me Liberty! magazine contains more Liberty company news and information.

About Constant Contact, Inc.

Constant Contact wrote the book on Engagement Marketing™ – the new marketing success formula that helps small organizations create and grow customer relationships in today's socially connected world. More than half a million small businesses, nonprofits and associations worldwide use the company's online marketing tools to generate repeat business and referrals through email marketing, social media marketing, event marketing, local deals and online surveys. Only Constant Contact offers the proven combination of affordable tools and free KnowHow, including local seminars, personal coaching and award-winning product support. The company further supports small organizations through its extensive network of consultants/resellers, technology providers, franchises and national associations.

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Cautionary Language Concerning Forward-Looking Statements

This press release contains "forward-looking statements" within the meaning of the "safe harbor" provisions of the Private Securities Litigation Reform Act of 1995, including but not limited to, statements regarding the impact of the relationship between Liberty Tax and Constant Contact on Constant Contact's business and operations. 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 success of the relationship between the company and Liberty Tax, 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, non-profits, and associations, adverse economic conditions in general and adverse economic conditions specifically affecting the markets in which the company operates, adverse regulatory or legal developments, the company's ability to continue to promote and maintain its brand in a cost-effective manner, changes in the competitive environment, the company's ability to compete effectively, the company's ability to successfully develop and introduce new products and add-ons 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 most recent Quarterly Report on Form 10-Q filed with the Securities and Exchange Commission as well as other documents that may be filed by the Company from time to time with the Securities and Exchange Commission. 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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https://news.constantcontact.com/2012-05-31-Constant-Contact-Announces-the-Addition-of-Liberty-Tax-One-of-the-Nations-Fastest-Growing-Retail-Tax-Preparers-to-its-Franchise-Partner-Program