Constant Contact Launches New Educational Program with Microsoft Retail Stores Aimed at Helping Small Businesses Grow with Online Tools

Program to kick off this October with events in 30 Microsoft Retail Stores; will scale to include all Microsoft Retail Stores by end of 2013

WALTHAM, Mass.--(BUSINESS WIRE)--Constant Contact®, Inc. (NASDAQ: CTCT) is launching a new educational program with Microsoft retail stores aimed at helping small business leverage today's tools and technologies to effectively drive business results. The program was developed together by Constant Contact and Microsoft's U.S. Small-and-Midsized Business (SMB) group, which delivers on Microsoft's commitment to helping small businesses reach their full potential.

They will offer free small business workshops at Microsoft retail stores across North America to teach best practices in online marketing, and how to take full advantage of the cloud. Starting with 30 events at Microsoft retail stores across 18 states this month, Constant Contact's team of local small business marketing experts will lead workshops on how small businesses can use online tools to achieve business success. The program is expected to scale to all Microsoft retail stores in North America by the end of 2013.

"Small businesses are time-starved, so they need to make sure they are using the strategies and tools that will drive the most value," said Richard Israel, senior director of local success at Constant Contact. "By having Constant Contact educators go into local Microsoft retail stores and share marketing expertise, we are offering small business owners easy access to learning opportunities that will help them build successful businesses."

"Microsoft retail stores are a place where business owners and consumers alike can come for technology expertise and hands-on learning," said Alex Fong, senior director of U.S. SMB business development at Microsoft. "Constant Contact is a leader in helping small businesses successfully market themselves, and we're excited to have them share that expertise as part of our ongoing effort to help SMBs grow and thrive."

The Microsoft SMB group, in coordination with local and national business development organizations and companies like Constant Contact that are dedicated to the success of SMBs, works to deliver resources and advice that help small businesses to be more successful.

Seminars offered in Microsoft retail stores in Arizona, California, Colorado, Connecticut, Florida, Georgia, Illinois, Kansas, Massachusetts, Minnesota, New Jersey, New York, Ohio, Oregon, Texas, Utah, Virginia, Washington between October 23rd-30th will present "The Power of Email Marketing," teaching participants how to master email marketing with a comprehensive look at best practices and winning strategies that lead to increased engagement, revenue and profits. Attendees will also learn how to take full advantage of the cloud using Microsoft Office 365, which works seamlessly with cloud-based productivity services including business-class email, file sharing, and online meetings. They will also have an opportunity to explore the productivity, security, mobile and social capabilities of Windows 8 and today's most innovative tablet and PC devices.

Additional seminars will be presented in-store on a monthly basis, rotating though a variety of topics, including email marketing, social media marketing, and using online tools to drive small business growth.

For more information or to register for a local Microsoft retail store event, visit:http://www.constantcontact.com/microsoft-seminars.

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 new customers, repeat business, and referrals through email marketing, social media marketing, event marketing, local deals, digital storefronts, 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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