Constant Contact Announces Fourth Class of Startups Selected for the Small Business Innovation Program; Participants to Take Up Residence at the SMB InnoLoft April 1

Accelerator connects entrepreneurs with mentors, investors, and resources to refine and grow businesses

WALTHAM, Mass.--(BUSINESS WIRE)--Constant Contact®, Inc., part of Endurance International Group's (NASDAQ: EIGI) family of brands, today announced the newest class of startups participating in its Small Business Innovation Program, an accelerator designed to support entrepreneurs and startups as they refine and grow their early-stage companies, all of which are focused on delivering solutions for small businesses and nonprofits.

> *"We provide the mentorship and marketing resources to help take these startups' products, features, and services to scale. When coupled with access to angel investors and venture capital firms, the experience can be game-changing. There's nothing more exciting or energizing than seeing these companies soar."*

Running from April 1 through July 1 and hosted in the 30,000 square foot Innovation Loft (InnoLoft) space in Constant Contact's Waltham headquarters, the latest startup class includes:

Campseekers: Campseekers makes summers more affordable by selling excess spaces in the $15 billion summer camp market to families at below market rates. Similar to priceline.com, Campseekers sells these spaces via public auctions as well as private sales events to subscribers and corporations. Campseekers also maintains a summer camp directory with over 5,000 camp sessions searchable by week, location, age and specialty. Campseekers was founded by Shayne Gilbert, widely known for her role in building networks as the co-founder of the Nantucket Conference and Convergence: For Leaders in Healthcare Innovation.

ClearGov: Transforms complex municipal financial statements into easy-to-understand infographics to help citizens better understand how their tax dollars are being put to use. Local governments leverage ClearGov to more clearly communicate their financial performance in an effort to build citizen trust and support through transparency. ClearGov is the fifth startup founded by CEO Chris Bullock. Most recently, he co-founded a legal analytics company called Sky Analytics, which was successfully acquired by Huron Consulting Group.

Decidedly: Co-founded by seasoned business executive and MIT Sloan School of Management graduate Kai Chuang, Decidedly is tackling the very real problem sales and marketing professionals face trying to connect with, and engage, prospects online. Decidedly's technology platform accelerates the qualifying process and gets two to five times more responses than other methods.

Lure Boats: Founded by brothers Mike and Jeff Devlin, Lure Boats is casting a line at the InnoLoft to transform the recreational fishing industry with a way for anyone to search, compare, and reserve chartered fishing boats anywhere in the world through a few clicks on their laptop or mobile device.

SuperHealos: Through a focus on imagination, education, and play, SuperHealos is dedicated to creating adventure stories, products, and digital games that make children facing medical treatments feel like superheroes. The CEO and founder, Yuan Yin, is a former IBM sales representative. Her husband, Dylan Murphy, is chief technology officer, bringing extensive technology and product management experience he gained at IBM. The company's chief product officer, Kathryn Jones, has a background in Occupational Therapy, which influences product development.

"There's no lack of ideas, especially in Massachusetts, a hotbed of innovation and one of the top places in the world to start a business. The challenge comes in daring to see it through – taking that idea and shaping into a company. That's where the Innovation Program comes in," said Andy Miller, chief innovation architect at

Constant Contact. “We provide the mentorship and marketing resources to help take these startups’ products, features, and services to scale. When coupled with access to angel investors and venture capital firms, the experience can be game-changing. There’s nothing more exciting or energizing than seeing these companies soar.”

For more information and to apply for future classes of the Small Business Innovation Program, please visit http://smbinnoloft.com/ and follow #SMBInnoLoft on Twitter.

About Constant Contact®, Inc.
Constant Contact, an Endurance International Group company and a leader in email marketing since 1995, provides hundreds of thousands of small businesses around the world with the online marketing tools, resources, and personalized coaching they need to grow their business.

About Endurance International Group
Endurance International Group (NASDAQ: EIGI) helps millions of small businesses realize their dreams. The company equips small businesses worldwide with products and technology to power their online web presence, email marketing, mobile business solutions, and more. Endurance’s best in class family of brands includes Constant Contact, Bluehost, HostGator,Domain.com, BigRock, SiteBuilder, and Impress.ly, among others. Headquartered in Burlington, Massachusetts, Endurance employs more than 3,700 people across the United States, Brazil, India, Israel, and the United Kingdom. For more information, visit endurance.com.

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