

Four Major New Publishers Join SinglePlatform Publishing Network

SinglePlatform Digital Storefronts generated more than 100 million consumer views in 2012

WALTHAM, Mass.--([BUSINESS WIRE](#))--For small businesses, it's now even easier to get found by consumers looking to shop or eat at great local businesses. [SinglePlatform](#), a division of [Constant Contact®, Inc.](#) (NASDAQ: CTCT), announced that The Washington Post, WhitePages, Infogroup, and Acxiom Corporation have all joined SinglePlatform's publishing partner network. In 2012 alone, SinglePlatform's digital storefronts had more than 100 million consumer views from across their publisher network. These new publishing partners extend the reach of SinglePlatform's small business customers even further by adding some of the most used consumer sites on the Internet.

"It's no secret that finding new customers is one of small businesses' biggest concerns. In fact, Constant Contact's recent [Small Business Pulse Survey](#) found that 76% of small businesses say that's what keeps them up at night," said [Wiley Cerilli](#), vice president and general manager of SinglePlatform from Constant Contact. "As our publishing partner network grows, so does a small business's opportunity to be found at the critical moment a consumer is making a purchase decision. A strong publishing partner network is an important component behind having a successful digital storefront, and we're thrilled to welcome these four big players to the mix."

Together, the new publishing partners give SinglePlatform customers reach to millions of additional consumer views. SinglePlatform has relationships with more than 100 publishers, including the top three business directory sites, the top three ratings and reviews sites, and dozens of other sites and apps that reach more than 200 million consumers per month. In return, publishers using SinglePlatform's data report that adding rich content like menus contributes more than two minutes of additional engagement time on their sites.

"We aim to give consumers exactly what they are looking for when they search on publisher sites," said Cerilli. "Today that means more than just a business's address or phone number. Consumers want all the information they need to make a decision, whether that's a menu for a restaurant or the price of particular services at a spa. We aim to provide our publishing partners with that information seamlessly. It's the information that keeps consumers on publisher sites longer and coming back more frequently."

SinglePlatform gives small businesses a single place to update their critical business information and delivers that information across its publishing partner network, as well as the business's social media profiles, website, and mobile site. It makes a business listing more than an address and phone number by adding the rich content that consumers want when they are searching for information – such as digital menus, products, pricing, and services.

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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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 SinglePlatform's publishing network.

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 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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