

## **Michael Waltrip Racing and CardStar® Team Up to Launch Insider Program MWR, Sponsors, and Tracks to Offer Loyal Race Fans Exclusive Content and Promotions**

WALTHAM, Mass.--(BUSINESS WIRE)--[Michael Waltrip Racing](#) (MWR) has teamed up with [CardStar®](#) from [Constant Contact®, Inc.](#) (NASDAQ: CTCT) to give key sponsors and NASCAR partners an easy way to reward loyal fans through the CardStar app. The program kicks off this week at DAYTONA and will continue throughout the 2013 race season, offering everything from exclusive pictures and video content of MWR drivers, specials on MWR merchandise, sponsor discounts, and fan giveaways.

“NASCAR drivers have some of the most enthusiastic and supportive fans in sports – we can’t say enough good things about them,” said Michael Waltrip, MWR founder and co-owner. “And we want to thank them for their loyalty to NASCAR. With CardStar, we can do just that, and we can help drive new customers to our sport’s fantastic sponsors at the same time. It’s a win-win for us.”

With loyal MWR supporters flocking to DAYTONA, MWR has a perfect opportunity to reach fans with targeted content and promotions through the one thing consumers carry with them at all times: their smartphone. Race fans can become an MWR Insider anytime by downloading the CardStar app and the MWR Insider Card. The card gets them access to MWR merchandise and exclusive offers from partners and sponsors, like Aaron’s, 5-Hour ENERGY, and Monte Carlo Resort and Casino, right from their phone. The program will also drive foot traffic through geo-fencing capabilities that push special offers directly to the phones of consumers who are near participating local businesses.

“Recent research suggests that there are currently more than 114 million smartphone users in the US alone,” said Andy Miller, director of mobile products at Constant Contact. “That’s a huge opportunity for local businesses, letting them reach consumers with relevant offers when and where they are shopping. Our partnership with MWR demonstrates how easy that can be – so that you are delivering real value to fans, while also providing local merchants and franchises an opportunity to attract new customers.”

“Our sponsorship of MWR is valuable to our organization, and this program gives us some real dollars and cents to attribute to MWR. We’ll be able to see exactly how MWR is getting fans to our door,” said Mike Pistana, vice president of sales and marketing at Monte Carlo Resort and Casino. “We love the combination of rewarding our own loyal customers and attracting new customers at the same time.”

CardStar's free mobile loyalty application is available on all major mobile platforms, including iPhone and Android®. CardStar has more than 3 million active users, and with users in all 50 U.S. states and 173 countries worldwide, CardStar has become one of the most widely used mobile loyalty applications in the world. Smartphone users can download the app from the iTunes Marketplace or Google Play and add their rewards or membership cards with the tap of a button. The CardStar app can also be accessed by simply calling \*\*CARDLESS (\*\*22735377) from a smartphone to download the app.

To learn more about the MWR Insider Card and CardStar, please visit: <http://plus.cardstar.com/mwr/partner/>

### **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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