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Constant Contact Releases CardStar 4.0 for iPhone

User-Friendly Interface and Upgrade Make Loyalty Card App Easier than Ever to Use

WALTHAM, Mass.--(BUSINESS WIRE)-- Consumers looking for a one-stop-shop for all of their favorite merchants' loyalty programs now have an even better app. [Constant Contact® Inc.](#) (NASDAQ: CTCT) today announced the latest update to [CardStar](#) for iPhone®, a top-rated and top-downloaded lifestyle app on the iTunes Store. The CardStar application consolidates membership and rewards cards on smartphones -- letting consumers access cards from within a single app. In CardStar 4.0, the interface has been completely revamped, taking full advantage of the platform's dynamic, innovative design elements, and making it easier than ever to use the loyalty app.

What's new in version 4.0:

- **New User Interface:** The user interface has been completely redesigned, now featuring a sliding panel, and menu options that will offer users quicker access to their cards.
- **Global Search:** A new search function has been added to help users quickly find their favorite merchants, locate anything in the app, and cards can be marked as favorites for easier retrieval.
- **Improved Sharing:** It's now easier than ever for users to share CardStar with their friends via email, Facebook and Twitter.
- **Settings:** A new in-app setting section has been added to enable users to manage display options, account backup and card security.

"The CardStar application was designed to consolidate and manage all loyalty cards, rewards cards and membership cards into one easy-to-use application, replacing the need to carry multiple plastic rewards cards on your keychain or in your wallet," said Andy Miller, director of mobile products for Constant Contact. "CardStar 4.0 takes this user experience to the next level, and makes the app even more beneficial to users worldwide. The added features in CardStar 4.0 make it even easier for users to quickly get started, store, manage and use their loyalty cards right from their smartphones. Best of all, the app is still completely free to download and use."

CardStar's free mobile loyalty application is available on all major mobile platforms, including iPhone and Android®. CardStar has more than 2 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. An update to the app for Android will be released later in 2012.

iPhone users can download the app from the iTunes Marketplace 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 smart phone to download the app.

CardStar Resources

[CardStar website](#)

[CardStar Twitter feed](#)

Press Release: [Constant Contact Acquires CardStar](#)

About Constant Contact, Inc.

[Constant Contact](#) is revolutionizing the success formula for small organizations through affordable, easy-to-use Engagement Marketing™ tools that help create and grow customer relationships. More than half a million small businesses, nonprofits, and associations worldwide rely on Constant Contact to drive ongoing customer dialogs through email marketing, social media marketing, event marketing, local deals, and online surveys. All Constant Contact products come with unrivaled KnowHow, education, and free coaching with a personal touch, including award-winning customer support.

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