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Constant Contact Announces New Scan-to-Join Feature

Customers can now use QR Codes to help fuel list growth, reach new customers

WALTHAM, Mass.--(BUSINESS WIRE)-- [Constant Contact®. Inc.](#) (NASDAQ: CTCT) today announced the release of Scan-to-Join, a new, easy-to-use tool that helps small businesses and nonprofits grow their email lists and reach more customers, members and donors. With just a few clicks of a mouse, Constant Contact customers can now create a [QR Code](#) and a simple mobile sign-up form, allowing people to sign up and receive promotions, news, coupons and more from any smart phone or other mobile device.

"Scan-to-Join really enables our small business customers to benefit from mobile technology. Their customers and prospects can now join their email list with a simple scan, right then and there, whether they are in a store, at an event, or even just happen to see the QR code on a business card or flyer," said Jim Garretson, manager, Constant Contact Labs. "This is an exciting new feature because it provides our customers with a really creative way to grow their lists, and changes the way people can sign up to stay connected with their favorite business or organization."

In addition to generating a QR code and a simple sign-up form built to render on any mobile device, users have the option to save the QR code to their computer so they can place the image on their business cards, brochures, and anywhere else. Users can also create professional-looking marketing flyers that contain the QR code, and have the ability to chose a design, create a personalized message, and download the flyer as a PDF file so that they can either save it or print it to put on display.

Scan-to-Join was the grand prize winner of Constant Contact's second annual Innovation Day, a day where all employees across the organization are encouraged to bring their best ideas and spend time working with a cross-functional group of their peers to take their ideas to the next level. After a company vote of the top five projects, Scan-to-Join was awarded the top prize and team members were given time to continue working on enhancements, with the goal of eventually making its way into the product.

"Innovation is a huge part of the culture at Constant Contact, beyond even the 24-hour period that we dedicate to it during our annual Innovation Day," said Garretson. "Our employees have so many great ideas and are truly passionate and dedicated to bringing them to life to deliver value to our small business customers. Scan-to-Join is a great example of something that started as an idea, came to fruition, and as a result, actually made its way into the product in just six months."

Scan-to-Join is currently available for free to Constant Contact customers.

Resources

- New customers can sign up for Constant Contact's email marketing, social media marketing, event marketing, and online survey products at: <http://conta.cc/93AHcl>
- For additional tips on how to grow your email lists, please visit: <http://conta.cc/yPkQXX>
- To view a short tutorial and learn more about Constant Contact's Scan-to-Join feature, please visit: <http://conta.cc/wdlU5r>

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, 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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