

# CONSTANT CONTACT, INC.

## FORM 8-K

(Current report filing)

Filed 09/08/09 for the Period Ending 08/20/09

Address	1601 TRAPELO ROAD SUITE 329 WALTHAM, MA 02451
Telephone	781-472-8100
CIK	0001405277
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SIC Code	7331 - Direct Mail Advertising Services
Industry	Computer Services
Sector	Technology
Fiscal Year	12/31

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UNITED STATES  
SECURITIES AND EXCHANGE COMMISSION  
WASHINGTON, D.C. 20549

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**FORM 8-K**

**CURRENT REPORT  
PURSUANT TO SECTION 13 OR 15(d) OF  
THE SECURITIES EXCHANGE ACT OF 1934**

Date of Report (Date of earliest event reported): August 20, 2009

**Constant Contact, Inc.**

(Exact Name of Registrant as Specified in Charter)

**Delaware**

(State or Other Jurisdiction of  
Incorporation)

**001- 33707**

(Commission File Number)

**04-3285398**

(IRS Employer  
Identification No.)

**Reservoir Place  
1601 Trapelo Road, Suite 329  
Waltham, Massachusetts**

(Address of principal executive offices)

**02451**

(Zip Code)

Registrant's telephone number, including area code: ( **781** ) **472-8100**

(Former Name or Former Address, if Changed Since Last Report)

Check the appropriate box below if the Form 8-K filing is intended to simultaneously satisfy the filing obligation of the registrant under any of the following provisions (see General Instruction A.2. below):

- Written communications pursuant to Rule 425 under the Securities Act (17 CFR 230.425)
  - Soliciting material pursuant to Rule 14a-12 under the Exchange Act (17 CFR 240.14a-12)
  - Pre-commencement communications pursuant to Rule 14d-2(b) under the Exchange Act (17 CFR 240.14d-2(b))
  - Pre-commencement communications pursuant to Rule 13e-4(c) under the Exchange Act (17 CFR 240.13e-4(c))
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Item 8.01. Other Events  
SIGNATURE

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### Item 8.01. Other Events

From August 20, 2009 to September 4, 2009, while it was permissible under the applicable securities laws for officers of Constant Contact, Inc. (the “Company”) to purchase and sell securities of the Company, the following officers entered into binding trading plans (the “10b5-1 Plans”):

<u>Name</u>	<u>Title</u>	<u>Maximum number of shares of common stock that may be sold under the 10b5-1 Plans</u>	<u>Time period during which sales may occur under the 10b5-1 Plans</u>
Gail F. Goodman	Chairman, President and Chief Executive Officer	100,000	12/1/2009 — 11/30/2010
Nancie Freitas	Vice President and Chief Marketing Officer	10,400	12/15/2009 — 5/15/2010

Pursuant to the 10b5-1 Plans, certain shares of the Company’s common stock held by such officers will be sold on a periodic basis without further direction from the officer in accordance with the terms and conditions set forth in the applicable 10b5-1 Plan, which in all cases include minimum sale price thresholds. Under the Company’s insider trading policy, trades will not occur under the 10b5-1 Plans until at least 90 days after the execution date of the applicable 10b5-1 Plan.

Each of the 10b5-1 Plans is designed to comply with Rule 10b5-1 under the Securities Exchange Act of 1934, as amended, and the Company’s insider trading policy. Transactions made pursuant to the 10b5-1 Plans will be disclosed publicly through Form 144 and Form 4 filings with the Securities and Exchange Commission.

In addition, on August 20, 2009, Michael T. Fitzgerald, a director of the Company, amended his existing trading plan under Rule 10b5-1, which he entered into in March 2009, to increase the number of shares of common stock that may be sold under the plan from 60,000 to 90,000 and to extend the termination date of the plan from December 19, 2009 to December 31, 2009. In accordance with the Company’s insider trading policy, the amendment will not be effective until November 20, 2009. Through the date of this Current Report on Form 8-K, Mr. Fitzgerald has sold 33,000 shares of common stock under the plan.

Except as may be required by law, the Company does not undertake to report on specific Rule 10b5-1 plans of the Company’s officers or directors, nor to report modifications or terminations of such plans.

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**SIGNATURE**

Pursuant to the requirements of the Securities Exchange Act of 1934, the registrant has duly caused this report to be signed on its behalf by the undersigned hereunto duly authorized.

**CONSTANT CONTACT, INC.**

Date: September 8, 2009

By: /s/ Robert P. Nault

Robert P. Nault

*Vice President and General Counsel*