



FOR IMMEDIATE RELEASE

Marketing Matters Joins Constant Contact's Business Partner Program

Program Provides Marketing Matters' Clients with Effective and Affordable Tools to Build Strong, Lasting Customer Relationships

Greenville, NC - Marketing Matters today announced they have joined Constant Contact's Business Partner Program. Marketing Matters is able to provide their clients with easy-to-use email marketing and online survey products to help them build strong, lasting customer relationships. Constant Contact®, Inc. is a leading provider of email marketing and online survey tools for small organizations.

"Our customers are always looking for effective ways to grow their businesses," said Eric Loy, president of Marketing Matters. "Constant Contact's customer communication tools give our clients a valuable addition to our core services. Constant Contact's ease-of-use and affordability made the partner program a great solution to meet our clients' marketing needs."

"Email marketing and online surveys are proven tools that help small businesses connect with their customers and build successful customer relationships," said Len Bruskiwitz, senior director, Partner Programs, Constant Contact. "We are pleased that Marketing Matters chose Constant Contact to provide their clients with our products and services, and we look forward to working with them to help grow their clients' businesses."

As a Constant Contact Business Partner, Marketing Matters is able to provide their clients with email marketing and online survey capabilities. With SpeakUp!SM Email Marketing, Constant Contact's email marketing product, Marketing Matters' clients can quickly and easily create professional-looking emails, manage contact email lists, measure email campaign results from clicks to open rates, and review who joined email lists. With ListenUp!SM Survey, Constant Contact's online survey product, Marketing Matters' clients have an easy-to-use tool to gain insight that will help them meet customer needs, generate new ideas, and grow their business or organization. ListenUp! Survey also helps Marketing Matters' clients analyze responses quickly; create targeted email lists based on survey responses, take action, and follow-up with relevant email communications.

About Marketing Matters

Marketing Matters is a full-service advertising and marketing agency located at 502-C Red Banks Road in Greenville and on the web at www.marketing-matters.com. Since 1995 they have been providing advertising and marketing services for variety of clients throughout the area.

About Constant Contact, Inc.

Launched in 1998, Constant Contact, Inc. is a leading provider of email marketing and online survey tools for small organizations, including small businesses, associations, and nonprofits. To learn more, please visit <http://www.constantcontact.com/index.jsp?pn=marketingmatters>.

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