

**FOR IMMEDIATE RELEASE**

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**Marketing Partners Teams Up With Constant Contact<sup>®</sup>, Inc.**

*Partnership Provides Credit Union Clients With Effective And Affordable Tools  
To Build Strong, Lasting Member Relationships*

BETHLEHEM, PA – June 1, 2009 – Marketing Partners, Inc. announced today they have joined Constant Contact<sup>®</sup>, Inc.'s Business Partner Program. Marketing Partners is now able to provide their clients in the credit union and financial service industries with easy-to-use email marketing and online survey products to help them build strong, lasting member 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 Bill McKenna, President of Marketing Partners. “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 of Partner Programs at Constant Contact. “We are pleased that Marketing Partners 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’ business.”

With SpeakUp!<sup>SM</sup> Email Marketing, Constant Contact's email marketing product, Marketing Partners' 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!<sup>SM</sup> Survey, Constant Contact's online survey product, Marketing Partners' clients have an easy-to-use tool that will analyze responses quickly, create targeted email lists based on survey responses and help clients follow-up with relevant email communications.

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### **About Marketing Partners**

Marketing Partners, Inc. was formed in 1997. The company specializes in marketing research and analysis, strategic and marketing planning, brand identity development, targeted direct response advertising, media planning, production and placement, website design and maintenance and online marketing solutions.

The continued success of Marketing Partners is based on the ability to fully meet the unique needs of each client, and the diversity of skills and experience Marketing Partners' professional staff bring to each project.

### **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 [www.constantcontact.com](http://www.constantcontact.com) or call (781) 472-8100.

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