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Blue Orchid Handbags Named One of Constant Contact's 2010 All Stars

Company's use of Constant Contact products and services helped increase its overall marketing performance and deepen its engagement with customers

CLEVELAND, OH — MARCH 16, 2011 – Blue Orchid Handbags, a provider of handbags and women's accessories, has received the [2010 All Star Award](#) from [Constant Contact[®], Inc.](#), the trusted marketing advisor to more than 400,000 small organizations worldwide. Blue Orchid Handbags is one of Constant Contact's 2010 top performers and most prolific user of its tools, whether within Constant Contact's [email marketing](#), event marketing, social media marketing, or survey products – or a combination of all four.

"The wide range of marketing tools available through Constant Contact enables us to reach out to our customer and obtain both their trust and their feedback. Through Constant Contact, we have been able to send emails and surveys to our customers, engaging in conversations and keeping them up-to-date on trends and news that is important to them," says Jacqueline Adamany owner of Blue Orchid Handbags.

Constant Contact looked at criteria including the following when selecting this year's All Stars:

- Frequency of campaigns, events and surveys
- Open, bounce and click through rates
- Usage of social features
- Mailing list sign up tools
- Use of reporting tools

"We work hard to listen to our customers, and we use that feedback to create products and services designed to help them better engage with *their* customers and prospects," said Gail Goodman, chairman, president and CEO of Constant Contact. "The Constant Contact All Star Awards are our way of recognizing our customers that have successfully used Constant Contact to market their companies. We have some of the most committed, passionate customers out there and we're proud we can be a part of their continued success."

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 400,000 small businesses, nonprofit organizations, and member associations worldwide rely on Constant Contact as their engagement hub for starting and driving ongoing customer dialogs through email marketing, social media marketing, event marketing, and online surveys. All Constant Contact products come with unrivaled know how, education and free coaching with a personal touch, including award-winning customer support.

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