

FOR IMMEDIATE RELEASE

Fruit Center Marketplace 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

MILTON, MA — March 16, 2011 – The Fruit Center Marketplace, the south of Boston-based gourmet and specialty foods retailer, has received the 2010 All Star Award from Constant Contact®, Inc., the trusted marketing advisor to more than 400,000 small organizations worldwide. The Fruit Center Marketplace is one of Constant Contact's 2010 top performers and most prolific user of its tools, utilizing Constant Contact's email marketing and survey products.

"We're excited to be named one of Constant Contact's All Stars for 2010," said Michael Dwyer, marketing director for the Fruit Center Marketplace. "We're also honored to be one of Constant Contact's "Top All Stars" for the year, a recognition given to less than ten companies. Constant Contact's email and survey products have given us the ability to connect with and learn from our customers in a powerful and cost-effective way. We are also grateful to our customers who respond to our communications and value the information we share."

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 Fruit Center Marketplace

The Fruit Center Marketplace is the premier gourmet and specialty foods retailer in the Boston area. With stores in Hingham, MA and Milton, MA, the Fruit Center is recognized for its fresh, high-quality products, unique gourmet foods, locally-made items and superior customer service. The Fruit Center was recently voted "Best Produce" and "Best Gourmet Shop" 2010 by *South Shore Living Magazine*.

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.

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