



Constant Contact and Blackbaud Enter into Strategic Partnership to Help Nonprofits Optimize their E-marketing Programs

August 4, 2011

Companies will integrate CRM and email marketing solutions and provide training and seminars for nonprofits

CHARLESTON, S.C and WALTHAM, Mass., Aug 04, 2011 (BUSINESS WIRE) --

Blackbaud, Inc. (Nasdaq: [BLKB](#)) and [Constant Contact^{\(R\)} Inc.](#) (Nasdaq: [CTCT](#)) today announced a strategic partnership agreement that will provide small and growing nonprofits with the tools and training they need to optimize their e-marketing programs. The companies will integrate key products and combine their expertise to develop nonprofit-specific seminars, training, and best practices. Leveraging Blackbaud's analytics expertise, the companies will also work together to help nonprofits enhance their programs with new analytic capabilities.

More than 100,000 nonprofits use Constant Contact's email marketing, social media marketing, event marketing, and online survey tools to create and grow relationships with members and supporters. With 24,000 nonprofit customers around the world, Blackbaud provides a full spectrum of solutions to help nonprofits of all sizes improve operational efficiency, build strong relationships, and raise more money to support their missions.

"We have more than 100,000 interactions with small organizations every day, and those interactions have made one thing very clear: small organizations need education, in addition to easy-to-use, efficient tools, especially when it comes to marketing," said Rick Jensen, Constant Contact's chief sales and marketing officer. "This partnership will give nonprofits a perfect solution for those two needs, offering tools and 'know-how' to help them build strong relationships with their members and supporters."

The companies will link Blackbaud's constituent relationship management (CRM) applications, starting with [eTapestry](#), with Constant Contact's [Email Marketing](#) tool to allow users to easily share information between these leading solutions.

The Center for Children & Youth Justice is a Seattle-based nonprofit dedicated to reforming the state's juvenile justice and child welfare systems. An existing Constant Contact customer, The Center added eTapestry last year to meet its donor management needs.

"We are very excited about the integration and all of the opportunities it will bring our organization," said Rachele Nesta, The Center's director of development. "As our organization continues to grow, we will be increasingly using Constant Contact and eTapestry to enhance our major donor cultivation. With an integrated solution, we will be able to more effectively segment and target our communications, improving the donor experience."

In addition to linking its products, Blackbaud and Constant Contact will build a seminar and training series focused on helping nonprofits enhance relationships and communications with their supporters.

"Constant Contact integrates tools and training in a seamless manner to ensure customers are successful with their marketing efforts. Blackbaud applies 30 years of experience serving the nonprofit industry to provide the leading software and services solutions," said Jana Eggers, Blackbaud's senior vice president of products and marketing. "It is natural to work together--linking our applications and our experience to benefit nonprofits."

About Blackbaud

Blackbaud is the leading global provider of software and services designed specifically for nonprofit organizations, enabling them to improve operational efficiency, build strong relationships, and raise more money to support their missions. Approximately 24,000 organizations -- including The American Red Cross, Cancer Research UK, Earthjustice, International Fund for Animal Welfare, Lincoln Center, The Salvation Army, The Taft School, Tulsa Community Foundation, Ursinus College, the WGBH Educational Foundation, and Yale University -- use one or more Blackbaud products and services for fundraising, constituent relationship management, financial management, website management, direct marketing, education administration, ticketing, business intelligence, prospect research, consulting, and analytics. Since 1981, Blackbaud's sole focus and expertise has been partnering with nonprofits and providing them the solutions they need to make a difference in their local communities and worldwide. Headquartered in the United States, Blackbaud also has operations in Australia, Canada, Hong Kong, the Netherlands, and the United Kingdom. For more information, visit www.blackbaud.com.

About Constant Contact

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 450,000 small businesses, nonprofits, and associations worldwide rely on Constant Contact to drive ongoing customer dialogs through email marketing, social media marketing, event marketing, and online surveys. All Constant Contact products come with unrivaled KnowHow, education, and free coaching with a personal touch, including award-winning customer support. For more information, visit www.constantcontact.com.

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Forward-Looking Statements

This press release contains "forward-looking statements" within the meaning of the "safe harbor" provisions of the Private Securities Litigation Reform Act of 1995, including but not limited to, information regarding Constant Contact's strategic partnership with Blackbaud, Inc. These forward-looking statements are made as of the date they were first issued and were based on current expectations, estimates, forecasts and projections as well as the beliefs and assumptions of management. Words such as "expect," "anticipate," "should," "believe," "hope," "target," "project," "goals," "estimate," "potential," "predict," "may," "will," "might," "could," "intend," variations of these terms or the negative of these terms and similar expressions are intended to identify these forward-looking statements. Forward-looking statements are subject to a number of risks and uncertainties, many of which

involve factors or circumstances that are beyond Constant Contact's control. Constant Contact's actual results could differ materially from those stated or implied in forward-looking statements due to a number of factors, including but not limited to, the anticipated and actual success of the company's strategic relationships, the company's ability to attract new customers and retain existing customers, the company's dependence on the market for email marketing services for small organizations, adverse economic conditions in general and adverse economic conditions specifically affecting the markets in which the company operates, the company's ability to successfully develop and introduce new products and add-ons or enhancements to existing products, adverse regulatory or legal developments, the company's ability to compete effectively, and other risks detailed in Constant Contact's most recent Quarterly Report on Form 10-Q filed with the Securities and Exchange Commission as well as other documents that may be filed by the company from time to time with the Securities and Exchange Commission. The forward-looking statements included in this press release represent Constant Contact's views as of the date of this press release. The company anticipates that subsequent events and developments will cause its views to change. Constant Contact undertakes no intention or obligation to update or revise any forward-looking statements, whether as a result of new information, future events or otherwise. These forward-looking statements should not be relied upon as representing Constant Contact's views as of any date subsequent to the date of this press release.

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Except for historical information, all of the statements, expectations, and assumptions contained in this news release are forward-looking statements that involve a number of risks and uncertainties. Although Blackbaud attempts to be accurate in making these forward-looking statements, it is possible that future circumstances might differ from the assumptions on which such statements are based. In addition, other important factors that could cause results to differ materially include the following: general economic risks; uncertainty regarding increased business and renewals from existing customers; continued success in sales growth; management of integration of acquired companies and other risks associated with acquisitions; risks associated with successful implementation of multiple integrated software products; the ability to attract and retain key personnel; risks related to our dividend policy and share repurchase program, including potential limitations on our ability to grow and the possibility that we might discontinue payment of dividends; risks relating to restrictions imposed by the credit facility; risks associated with management of growth; lengthy sales and implementation cycles, particularly in larger organization; technological changes that make our products and services less competitive; and the other risk factors set forth from time to time in the SEC filings for Blackbaud, copies of which are available free of charge at the SEC's website at www.sec.gov or upon request from Blackbaud's investor relations department. All Blackbaud product names appearing herein are trademarks or registered trademarks of Blackbaud, Inc.

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