



The American Military Retirees Association Receives 2016 Constant Contact All Star Award
Recognized Among Top 10 Percent of Customers Driving Powerful Email Marketing Results

PLATTSBURGH, NY (March 20, 2017)

The American Military Retirees Association has been named a 2016 All Star Award winner by Constant Contact®, a part of the Endurance International Group, Inc.'s (Nasdaq: EIGI) family of brands and the trusted marketing advisor to hundreds of thousands of small organizations worldwide. The annual award recognizes the most successful 10 percent of Constant Contact's customer base, based on their significant achievements using email marketing to engage their customer base and drive results for their organization during the prior year.

The American Military Retirees Association is comprised of retirees from all military branches and all ranks with career service in the Active Duty, Guard and Reserve (including "Gray Area" retirees), the medically retired, those carrying a 100% total and permanent disability rating from the VA, and their surviving spouses. The Association's primary focus is legislative advocacy for the preservation of benefits earned by its members. Of critical importance is the ability to notify members when action is required of them, so the electronic newsletter and Special Legislative Updates launched through Constant Contact play an integral part in the Association's Advocacy efforts.

"We are pleased to be recognized by Constant Contact for our strong member engagement and marketing results. Constant Contact's tools have helped us reach out to our membership in these critical times when so many earned benefits for military retirees are in jeopardy," said AMRA Executive Director, Peg Bergeron.

Small businesses and nonprofits using Constant Contact's online marketing tools are eligible for this award. Criteria used to select this year's All Stars included the following during 2016:

- Level of engagement with email campaigns
- Open, bounce, and click-through rates
- Use of social sharing features
- Use of mailing list sign-up tools
- Use of reporting tools

"Email marketing continues to deliver the highest returns of any marketing channel. Yet its ability to engage customers, drive awareness, boost sales, and increase donations isn't always a given. It requires a balance of best practices and relevant content delivered through a powerful email marketing engine," said Jamie Waldinger, Senior Director Corporate Development &

Strategy, Constant Contact. “This year’s All Stars embody that balance and we laud The American Military Retirees Association’s achievements with this All Star Award.”

The American Military Retirees Association’s most popular benefits are TRICARE and CHAMPVA supplemental health insurance plans and a Scholarship program that awards \$35,000 in scholarships every year to members, their spouses and dependent children, and their grandchildren. Also popular are AMRA News (a quarterly newspaper), AMRA eNEWS (a weekly electronic newsletter), a JROTC Award program, and discounts on consumer products and services. Learn more at www.amra1973.org or by calling 1-800-424-2969.

About Constant Contact® , Inc.

Constant Contact, an Endurance International Group company and a leader in email marketing since 1995, provides hundreds of thousands of small businesses around the world with the online marketing tools, resources, and personalized coaching they need to grow their business. For more information, visit: www.constantcontact.com.

About Endurance International Group

Endurance International Group (NASDAQ: EIGI) (em) Powers millions of small businesses worldwide with products and technology to vitalize their online web presence, email marketing, mobile business solutions, and more. The Endurance family of brands includes: Constant Contact, Bluehost, HostGator, iPage, Domain.com, BigRock, SiteBuilder and SinglePlatform, among others. Headquartered in Burlington, Massachusetts, Endurance employs more than 4,000 people across the United States, Brazil, India and the Netherlands. For more information, visit: www.endurance.com.

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