



# Press Release

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## HPFI® Receives a 2009 Constant Contact® All-Star Award

**High Point, NC** - HPFI today announced that it has received a 2009 All-Star Award from [Constant Contact®, Inc.](#), a leading provider of [email marketing](#), event marketing, and online survey tools for small organizations. HPFI was selected for meeting Constant Contact's best-practice standards for the use of Email Marketing throughout 2009.

HPFI received a 2009 Constant Contact All-Star Award for demonstrating best practices in the effective use of Constant Contact Email Marketing in the following areas:

- Frequency of campaigns
- Open rates
- Bounce rates
- Click through rates

"We work very hard to provide the most up-to-date information in the most efficient manner to our customers" said Mike Wissman, Vice-President of Sales and Marketing for HPFI.

"Our customers endeavor to build strong relationships with their customers through email marketing and some, such as HPFI, truly excel in this effort," said Gail Goodman, CEO of Constant Contact. "We created our All-Star Awards to highlight those customers who are passionately committed to following our best practices as they work to improve their customer communications. We're proud of the role we play in helping HPFI be successful and we look forward to continuing to assist the company with its marketing efforts."

With more than 350,000 customers, Constant Contact, Inc. is a leading provider of email marketing, event marketing, and online surveys for small businesses, nonprofits, and member associations. Founded in 1995, Constant Contact helps small organizations grow stronger customer relationships by delivering professional, low cost, easy-to-use online tools backed with award-winning support, education and personal coaching. Constant Contact is a publicly traded company (Nasdaq: CTCT) with offices located in Waltham, MA; Loveland, CO; and Delray, FL. To learn more, please visit [www.ConstantContact.com](http://www.ConstantContact.com) or call 781-472-8100.

HPFI operates facilities in High Point, North Carolina with over 440,000 square feet of manufacturing space. With roots in High Point, the furniture capital of the world, HPFI combines the skill and expertise of seasoned furniture craftspeople with modern day technology to deliver exceptional value to its customers.

For more information, please contact Tom Carrigan, Director of Marketing, 1104 Bedford Street, High Point, North Carolina 27263, Telephone: 336-431-7101 Ext 2241, Fax: 336-431-0673, Email: [TomC@hpfi.com](mailto:TomC@hpfi.com).

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