



Powder Puff Pilot Named a Constant Contact 2010 All Star

Aurora, Colorado — March 17, 2011 – Powder Puff Pilot, a Denver-based designer and web retailer of gear and accessories for women pilots, was named among the winners of the 2010 All Star Award from Constant Contact®, Inc., a marketing advisor to more than 400,000 small organizations worldwide. Powder Puff Pilot was recognized as one of Constant Contact's 2010 top performers and most prolific user of its email marketing, event marketing, social media marketing, and survey tools.

"Constant Contact has been an economical, effective tool for reaching our customers on a regular basis," said Sue Hughes, owner of Powder Puff Pilot. "Our customers span the globe, and our monthly newsletter helps us stay in touch with them."

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

- Frequency of campaigns, events, and surveys
- Open, bounce, and click-through rates
- Use 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 Powder Puff Pilot, Inc.

Founded in 2008 by Sue Hughes of Aurora, Colorado, Powder Puff Pilot caters to women pilots and girls who aspire to be pilots. Their pilot gear and accessories for women—pink pilot logbooks, pink aviation headsets, and pink seat cushions—along with aviation-focused books, clothing, and gifts are sold online and at over 60 retailers, including aviation museums, pilot shops, and bookstores. Powder Puff Pilot also publishes a line of aviation picture books for children and a page-a-day calendar featuring women's aviation history. For more information or to order Powder Puff Pilot products, visit www.PowderPuffPilot.com or call toll-free: 888-801-6628.

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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