

FOR IMMEDIATE RELEASE

Ortho2 named one of Constant Contact's 2011 All Stars



(Ames, IA) March 22, 2012—Ortho2, a leader in orthodontic practice management, imaging, and communication solutions, announces that the company received the prestigious 2011 All Star Award from Constant Contact®, Inc. for the second year in a row. Ortho2 is one of Constant Contact's 2011 top performers and most prolific users of its tools, within Constant Contact's e-mail marketing, social media marketing, and survey products. Each year, a select group of Constant Contact customers are honored with the All Star Award for their exemplary marketing results. Ortho2's results ranked among the top 10% of Constant Contact's customer base.

"We're happy to be recognized by Constant Contact two years in a row for our use of effective marketing practices," says Amy Schmidt, Director of Marketing and Corporate Relations. "Constant Contact's tools have helped us regularly reach our customers and prospective clients with timely information to help them succeed."

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
- Event registration rates
- Survey completion rates
- Use of social features
- Use of mailing list sign-up tools

For more information, contact Ortho2 at (800) 678-4644 or visit www.ortho2.com.