

FOR IMMEDIATE RELEASE

Contact:

Christen Graham
Warner Communications
207-829-6336
christen@warnerpr.com

CMARKET INTRODUCES FOOLPROOF WAY FOR NON PROFITS TO RUN MORE PROFITABLE ONLINE FUNDRAISING AUCTIONS

Uses four years of proprietary auction data to predict what will sell and what won't, new psychological learnings available to raise more from donors

Cambridge, MA – October 16, 2007 – cMarket, the leading online auction platform for fundraising for non-profit causes, has revolutionized how charities are able to raise money, and today introduces a new, foolproof methodology for running more profitable online auctions.

Called *Intelligent Auction Management (IAM)* this proprietary capability is built on data gleaned from over four years of more than 2,500 fundraising auction events. The lessons learned by the online fundraising auction veterans at cMarket allow non-profits to predict how much money they'll raise even before an auction opens, and also provides tools and expertise to course correct, if necessary, to ensure they reach those goals - whether that's to feed hungry families, provide textbooks to schools or save fragile coral reefs.

How Intelligent Auction Management (IAM) Helps Nonprofits

IAM applies advanced psychological tactics to engage donors to bid longer and higher; eliciting what the company has coined "auction fever", "competitive arousal", and "escalation of commitment." In order to keep donors engaged, and "bid up" the price of items, cMarket has generated targeted email messages with carefully crafted language to prompt bidders to continue to stay engaged. By simply knowing how and when to

Deleted: also

change the message language from an altruistic request to a competitive one, cMarket helps its non-profit clients realize higher final bids and ultimately more donor dollars.

Deleted: ¶

“Auction fundraising is big business, generating upward of \$16 billion a year, and online auctions are the single most pleasurable way a donor can give,” said Jon Carson, CEO, cMarket. “By analyzing over four years of data, we are evolving classic fund raising auction from an art to a science while expanding its fundraising capacity through the unique properties of the internet. ”To date cMarket has helped raise close to \$30M for non-profits.”

Deleted: ¶

“The smarter and more sophisticated that we can be in our fundraising efforts, the better we can achieve our goals,” said Non Profit example. “With IAM we have more control over our online auction events, ensuring that we maximize our donor involvement in our cause by benefiting from the experience of thousands of others.”¶

In addition to IAM, this enhanced version of cMarket provides non-profits with the tools to more easily brand their auctions, develop catalogs of interest to targeted donors, collect additional cash donations, deliver enhanced and expanded cause-marketing value to sponsors including impressions and click reporting and generates a new “all data” report filled with relevant data about items and bidders.

About cMarket

cMarket is the leading online auction platform solely for organizations engaged in fundraising for non-profit causes. With more than 2,000 customers, online auctions powered by cMarket.com have generated funding successes by allowing organizations, both large and small, to identify new sources of income and, at the same time, build mission awareness and heightened caring for the cause. cMarket services national non-profit organizations such as United Way, Muscular Dystrophy, JCC, Junior Achievement, Catholic Charities, The National PTA, the American Red Cross, and hundreds of local schools among others. cMarket also works with companies including Ford, Deloitte & Touche, Kimberly-Clark and General Electric to raise funds for their nonprofit causes. You can experience cMarket at www.biddingforgood.com, its marketplace website that aggregates all of the company’s auction clients under one powerful umbrella.

cMarket, which was founded in 2003, has headquarters in Cambridge, Mass. For more information, visit www.cmarket.com.

###