

FOR IMMEDIATE RELEASE

For more information, please contact:

Rachel DiGiovine
Director of Marketing
617.252.6406
rachel@cmarket.com

**cMarket Tops 400 Client Organizations Signed
In First Full Year of Managing Online Fundraising Auctions**

Broad Market Adoption, Alliances, Patent Applications, and Management Hires Signal Momentum

CAMBRIDGE, MA (February 8, 2005) – cMarket, the leading provider of online fundraising auctions, announced today that the company has signed more than 400 organizations since it began doing business in late 2003, including many at the national and chapter level, and has managed over 400 online fundraising auctions. Nonprofit organizations in all of the major fundraising centers across North America, including Boston, New York, Washington D.C., Miami, Chicago, Seattle, and San Francisco are using cMarket’s services, with strong adoption among organizations in the health and human services, arts and culture, faith-based, animal rights and services, and public service disciplines.

“Our ability to help organizations across the nonprofit spectrum actively engage their constituents, advocate their causes and ultimately raise more funds positions cMarket for accelerated growth in 2005,” said Jon Carson, Chief Executive Officer. Carson cited several strategic developments that that point to sustained momentum:

- cMarket formed partnership agreements with key fundraising software providers, including Auctionpay, Convio, GetActive, Powers Events and Schoolpop.
- In 2004, cMarket filed seven U.S. and international patent applications for intellectual property associated with online fundraising services. In 2005, the company intends to file seven to eight additional patents.
- cMarket recently made several board-level and management appointments that will provide strategic direction, management strength and guidance for the company. Former Senator Bill Bradley, an outspoken advocate for the use of technology in improving the efficiency of non-profit fundraising, has been named Chairman of cMarket’s National Advisory Board. Sen. Bradley, who co-authored a widely-publicized article in the *Harvard Business Review* with McKinsey & Company in 2003 entitled “The Non-Profit Sector’s \$100 Billion Opportunity”, has

long been a champion of the Internet's potential for fundraising. He is currently a Managing Director at Allen & Company, an investment bank that specializes in media and Internet companies. A former Rhodes Scholar, Sen. Bradley served in the United States Senate and ran for President in 2000.

Additionally, Lisa M. Stapleton has been hired to fill the newly-created role of Senior Vice President of Marketing. Stapleton joins cMarket from Copyright Clearance Center, where she served as the Vice President of Strategic Marketing. She brings deep knowledge of nonprofits and charitable giving from her experience as Vice President of Marketing Strategy & Communications for Fidelity Charitable Services, a Fidelity Investments venture.

Other management team hires include Todd Rodgers as Chief Technology Officer, formerly Chief Technology Officer at the Central Media Group for Pearson Education, and Eric Cole as Senior Vice President of Business Development, former Senior Vice President and National Sales Manager of Fidelity Investment's Charitable Gift Fund.

For more information about cMarket, please visit www.cmarket.com or call 617-621-1000.

About cMarket

cMarket of Cambridge, Massachusetts, enables fundraisers – both nonprofit and corporate – to easily create, extend, market, and manage their fundraising auctions online. With the ability to reach the inboxes of their community or targeted customer set, cMarket helps fundraisers maximize auction revenue through increased bidding, added sponsors and donor value. cMarket's solution has helped numerous nonprofits in the arts, healthcare, faith-based, and education sectors raise significant funds. For more information about cMarket, including its most current running and recently concluded auctions, visit <http://www.cmarket.com>.