



**For Immediate Release**

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**Bid it Forward this Holiday season - Shop for Gifts While Doing Some Good**  
**[BiddingForGood.com](http://BiddingForGood.com) Launches Today**

**Cambridge, MA – November 20, 2006** – Are you one of those people who dreads going to the mall battling the crowds to find just the right (or not so right!) Holiday gifts? You are certainly not alone, as consumers increasingly turn to the internet for holiday shopping. Today, there's a new online destination to not only shop, but to support many great causes and charities.

[BiddingForGood.com](http://BiddingForGood.com) launches today, just in time for the busy holiday shopping season, kicking off on "Black Friday." Created by cMarket ([www.cmarket.com](http://www.cmarket.com)), the leading provider of full-service, on-demand, online auctions to support nonprofit causes, [www.BiddingForGood.com](http://www.BiddingForGood.com) is a new way to shop online, and feel good about giving twice – once for that person on your shopping list, and again to a worthy charity or cause.

"Online auctions are becoming a mainstream way of purchasing gifts at great prices," said Kathleen Goodwin, Senior Vice President of Marketing for cMarket. "At BiddingForGood.com, we've found that online shoppers are looking for a way to give back, too – especially during the holidays. In a recent survey, the three top reasons to participate in an online charity auction, in addition to lending support to the causes that are important to the participant, are purchasing great products and services and ease of use. Starting today, consumers can "Bid it Forward" by purchasing a gift at an online charity auction on [BiddingForGood.com](http://BiddingForGood.com) where you can buy once and give twice."

From a Black and Decker coffee maker to an exquisite pearl necklace, there are thousands of gifts to choose from. Shoppers can easily search by hot auction items, charity or geography to find the perfect gift. Some of the items you can find right now on [BiddingForGood.com](http://BiddingForGood.com) include: two Super Bowl XLI tickets to benefit A Wish Come True, a bottle of 1999 Stonestreet Alexander Valley Cabernet Sauvignon to benefit Camillus House, a Florida-based organization fighting family homelessness and even tickets to the Colbert Report to benefit the Adirondack Club of New York.

**About cMarket, Inc.**

cMarket is the leading on-demand, online auction platform solely for organizations engaged in fundraising for non-profit causes. With more than 1,500 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, JCC, Junior Achievement, Catholic Charities, The PTA, and the American Red Cross. cMarket also works with companies including Ford, Deloitte & Touche, Kimberly-Clark and General Electric to raise funds for their nonprofit causes. cMarket, which was founded in 2003, has headquarters in Cambridge, Mass. For more information, visit [www.cmarket.com](http://www.cmarket.com).

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