

FOR IMMEDIATE RELEASE

For more information, please contact:

For cMarket:
Rachel DiGiovine
Director of Marketing
617.252.6406
rachel@cmarket.com

For JA Worldwide:
Brad Kaufmann
Vice President – Marketing
719.540.6217
bkaufmann@ja.org

**JA Worldwide Selects cMarket for
Global, National, and Local Online Auction Fundraising Programs**

*Junior Achievement Online Auction to Coincide with the
Junior Achievement Global Leadership Conference in July 2005*

CAMBRIDGE, Mass. and COLORADO SPRINGS, Co. (May 16, 2005) – JA Worldwide (Junior Achievement) today announced its decision to partner with cMarket, the leading provider of online fundraising auction services, to supply its services to Junior Achievement operations globally. The first fundraising auction under the new partnership will be an online auction to support JA Worldwide which will culminate at the Junior Achievement Global Leadership Conference, July 13-17 in Toronto, Ontario, Canada.

“At JA Worldwide, we look for services we can provide that will benefit our local JA operations. When we began to explore the options available for online fundraising, we learned that one of our local offices was running an auction with cMarket,” said Tom Dewar, Senior Vice President of Development, JA Worldwide. “We did our homework and determined that cMarket would help our local offices reach more potential supporters with their fundraising campaigns and raise more money for their programs as a result.”

Using cMarket’s services, any Junior Achievement office can easily create a completely online fundraising auction, add an online complement to a traditional live auction event, and add high-demand items to an auction catalog. Local Junior Achievement operations already using cMarket’s online auction fundraising services include: Junior Achievement of Chicago, Junior Achievement of San Diego and Imperial Counties, and Junior Achievement of Washington.

“By working with JA Worldwide, cMarket can help local chapters quickly adopt a new online fundraising approach that is proven to expand the potential giving pool,” said Jon Carson, CEO, cMarket, Inc.

“Auctions are one of the most pleasurable ways to give, because donors get something when they give; as a result, auctions tap into the larger, “consumer” side of an individual’s wallet,” Carson explained.

For more information about JA Worldwide and cMarket, Inc. please visit: www.cmarket.com/partner/ja.

About JA Worldwide (Junior Achievement)

JA Worldwide is the world's largest organization dedicated to educating young people about business, economics and entrepreneurship. Through a dedicated volunteer network, JA Worldwide provides in-school and after-school programs for students in grades K-12. JA Worldwide offers educational programs that focus on seven key content areas: business, citizenship, economics, entrepreneurship, ethics/character, financial literacy, and career development. Today, 145 offices reach four million students in the United States, with more than 2.6 million students served by operations in 97 countries worldwide. For more information, visit www.ja.org.

About cMarket, Inc.

cMarket is the leading provider of online fundraising auction services to nonprofit organizations and corporations raising funds for worthy causes. By bringing the power of the Internet to the auction fundraising model, cMarket helps fundraisers build and protect their donor base, attract sponsors, promote their cause and improve their fundraising results through the use of online auctions. A member of Businesses for Social Responsibility, cMarket has worked with over 600 nonprofit organizations – from health and human services to faith-based organizations to education to the arts – and over 800 events, with 50% of new organizations joining cMarket in the last 90 days. For more information about cMarket, including current and recently concluded auctions, visit <http://www.cmarket.com>.