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United Way of America Chooses cMarket to Create Online Auction Fundraising Service

*Utilization of robust online auction platform intended to recognize
the potential of the Internet as a fundraising vehicle*

CAMBRIDGE, Mass. and ALEXANDRIA, Va. (March 23, 2005) – United Way of America today announced its choice of cMarket, a leading provider of Internet-based auction fundraising services, to become the organization's preferred online auction platform for charitable fundraising. cMarket's technology will become part of the suite of technology products and services offered by United eWay, the United Way movement's technology solution for managing workplace philanthropy. United eWay combines advanced online giving with integrated pledge processing and fund distribution services with online reporting in support of United Way campaigns. United eWay also includes robust functionality for Volunteer Management and Referral, MatchingGrants, Board Placement, Matching Gifts and many other programs to help a community grow stronger.

"Many of our corporate and government partners have asked us over time how they could create and execute online auctions for their employees, so we considered developing our own platform internally," said Rhonda Veugen, Director, eCommunity for United Way. "However, cMarket's industry-leading capabilities and their history of helping over 400 local and national nonprofit organizations and corporations raise incremental revenue for charitable causes made their solution the best choice for our needs."

Many United Way partners nationwide currently utilize United eWay to help meet and track organizational-level giving, employee giving, and community involvement goals, however, with the addition of cMarket's online auction capability, it also provides these partners with an easy, efficient and fun way to engage their employees and communities on the Internet and increase their charitable giving contributions.

"Working together with the United Way allows us to bring the efficiencies and marketing power of our auction service to a very engaged community of fundraisers," said Jon Carson, CEO for cMarket. "We

expect that online auction fundraising will be widely adopted by United Way partners, who see technology as an important part of their fundraising programs.”

Local United Way organizations that are mobilizing charitable giving and community involvement within their communities will be able to use this innovative tool to create an additional opportunity to extend the reach of their philanthropic efforts. Through the quick and easy creation of customized online auction Web pages, users can better manage the flow of information to and from potential donors and even combine their live auction event with an online one to ensure greater participation. They will be able to announce the auction, solicit donated items and bids, send reminder notices and seamlessly track results.

For more information about this exciting new tool, please visit: www.unitedway.org/eway.

About cMarket

cMarket, in Cambridge, Massachusetts, lets both nonprofit and corporate fundraisers easily create, market, and manage their online fundraising auctions. With the ability to reach the inboxes of current and potential donors to their cause, cMarket helps maximize auction revenue through increased bidding, added sponsors and greater donor value. In the last year, cMarket has helped nearly 500 nonprofits in the arts, healthcare, faith-based, and education sectors raise significant funds through more than 400 online fundraising auctions. For more information about cMarket, including the most current running auctions, visit <http://www.cmarket.com>.

About United Way

United Way of America is the national organization dedicated to leading the United Way movement in making a measurable impact in every community across America. The United Way movement includes approximately 1,350 community-based United Way organizations. Each is independent, separately incorporated, and governed by local volunteers. For more information about United Way, visit <http://www.unitedway.org>.

About United eWay

United eWay is a fully integrated, flexible and cost-effective suite of products for meeting and tracking organizational-level giving, employee giving and community involvement goals. United eWay combines strong technological expertise, community knowledge and a global presence to effectively mobilize charitable giving and community involvement for maximum impact. It offers proven and effective technology while maintaining the highest level of customer satisfaction and personal touch. To date, United eWay has been used by over 700 organizations, including more than 25 Fortune 500 companies.