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cMARKET CEMENTS ITS POSITION AS LARGEST PROVIDER OF ONLINE CHARITY AUCTIONS WITH 2,000TH EVENT

Company turns fundraising auctions from art to science

Cambridge, Mass. April 23, 2007 - cMarket, the nation's largest provider of online fundraising auction events and parent to www.BiddingForGood.com, today announced that it has launched its 2,000th auction, making it the "category leader" as the company that has run the most fundraising auction events on the web. The company is set to keep this mantle, with a pipeline of another 500 online auction events scheduled to run over the next 90 days.

The 2,000 auctions ultimately represent thousands of children who've received a better education, hungry people who've been fed, environmentally beneficial programs that have been implemented, and medical research that has been funded.

Fundraising through auctions is also big business and cMarket believes it can be even bigger. More than \$16 billion is raised each year for meaningful causes from auctions; yet, few events undergo much analysis or benchmarking. cMarket brings a different philosophy. Management believes that fundraising auctions can be turned from an art to a science with technology and analyses that give non-profit organizations a soup-to-nuts resource for predicting success, increasing bids and in the end, raising additional dollars.

"This is the future. Fundraising auctions are going online because they enable development professionals like myself to leverage the benefits of the Internet, raise more money and significantly reduce the enormous workload that comes with running a live

event,” says Carrie Kinne from Cancer Community Center in Maine. “With the help of cMarket, our small staff was able to not only double our historical fundraising, but we were able to predict the outcome before we even got started.” The online auction proceeds represent a significant portion of our budget and have enabled the Cancer Community Center to fulfill its mission of providing social and emotional support to people with cancer. “

“We’ve built momentum over time as we transition a market that we pioneered in 2003 from early adopter to a more mainstream and accepted market,” says cMarket CEO Jon Carson. “Non-profits have a distinct advantage when it comes to competing in the e-commerce economy because of the uniquely high affinity that donors have to these causes”.

Incorporated in 2003, cMarket has steadily built a client base represented by every segment of the non-profit sector, from education to media to human services to environmental. Indeed, the educational marketplace is thriving, as to date cMarket has conducted online auction events for 350 private schools that benefit by being able to engage alumni and extended family as bidders and item donors. A recent cMarket presentation at the Annual Conference for the National Association of Independent Schools was standing room only.

As part of its 2,000th auction milestone, cMarket is recognizing a number of organizations for achieving results that are notable or unique (see attached). The company has also identified a number of core learnings and insights it has garnered through the years (see attached).

The typical cMarket client receives an immediate 200% return on cMarket’s fee in incremental hard value from donated cash, sponsorships, ticket sales, donated items, and more. A client specifically receives from cMarket:

- Web publishing tools that enable them to build a branded auction website
- 10 advertising positions to sell to corporate sponsors
- Email tools that enable them to promote the auction to their donors [email list]
- Access to attractive items from a consignment marketplace of over 1,000 items

- The ability to attract incremental cause-minded bidders via cMarket's consumer bidder portal, www.BiddingforGood.com
- Extensive reporting and data analysis tools to improve outcomes
- 7 day/week service to guide and support clients with technical and best practice questions

About cMarket

cMarket is turning fundraising auctions from art to science. The company is the leading on-demand, online auction platform solely for organizations engaged in fundraising for non-profit causes. Auctions powered by cMarket have generated fund raising success by enabling over 1,700 organizations, both large and small, to identify new sources of income and simultaneously build mission awareness and care for their cause. cMarket services national non-profit organizations such as the United Way, JCC Association, Junior Achievement, 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 non-profit causes. The company recently launched www.BiddingForGood.com, which empowers non-profit organizations to reach the broadest possible audience by featuring their auctions and items on this leading global exchange for goods and services. cMarket, which was founded in 2003, is headquartered in Cambridge, Massachusetts. For more information, visit www.cmarket.com



cMarket joins hands with non-profits across the country to celebrate its 2,000th online auction event. From the Speak Easy Stage Company to the Sage Hill School and Greater Worcester Chapter of Habitat for Humanity, the following organizations tied for the 2,000th cMarket auction. Log on to www.cmarket.com to vote for your favorite!

Arts, Culture & Humanities

SpeakEasy Stage Company, MA

www.SpeakEasyAuction.cmarket.com

Suzuki School of Newton, MA

www.suzukinewton.cmarket.com

Long Beach Library Foundation, CA

www.lbplf.cmarket.com

Community Improvement:

Urban Collaborative, RI

www.urbancollaborative.cmarket.com

Education:

Berean Christian School, TN

www.bereanchristian.cmarket.com

Christian Learning Center, MI

www.clcnetwork.cmarket.com

San Domenico School,

www.sandomenico.cmarket.com

Sage Hill School, CA

www.sagehillschool.cmarket.com

St. Hilary School, CA

www.sainthilary.cmarket.com

Summerfield Waldorf School and Farm, CA

www.farmtofeast.cmarket.com

Health/Human Services

American Diabetes Assoc. of Akron, OH

www.diabetesakron.cmarket.com

Faulkner Hospital, MA

www.faulkner-auction.cmarket.com

Greater Worcester Habitat for Humanity, MA

www.RaisingTheRoof.cmarket.com

Marklund Charities, IL

www.marklund.cmarket.com

**New England Regional Spinal Cord
Injury Center, MA**

www.nerscic.cmarket.com

Prevent Child Abuse Wisconsin, WI

www.pcaw.cmarket.com

Higher Education

Morehead State University, KY

www.MoreheadState.cmarket.com

Hartwick College, NY

www.hartwick.cmarket.com

Faith-based

Temple Israel Long Beach, CA

www.tilb.cmarket.com

Michael-Ann Russell JCC, FL

www.marjcc-auction.cmarket.com

Center for Jewish Education, NY

www.CJEROCK.cmarket.com

Online Auction Learning – Spring 2007

Non-profit organizations are running more online auctions in conjunction with their live events than ever before.

- 60% of all cMarket online auction events are run prior to and in support of a live event.
- March/April are peak months for online auctions in conjunction with live events. We find that more than 70% of our clients run their online auctions prior to their live fundraising event. In November/December the ratio is 50%, with more clients running fundraising auctions that are exclusively online.
- During the first quarter of 2007, non-profit organizations that ran cMarket online auctions in conjunction with their live events raised 30% more than their counterparts that ran online only auctions. This was the first time we experienced online to live auctions achieving greater revenue.
- Absentee bidding works! Those auctions that enabled “absentee bidding” for items going into their live event, saw online bids that were 24% higher than those who did not use absentee bidding.

Non-profit organizations that leverage our online auction features see results!

- Go for “straight bidding” -- Clients who enabled cMarket’s “straight bidding” feature, which allows users to raise their bid to a set amount without use of a proxy bid, saw a 40% increase in overall bid activity and a 10% increase in the item sale price.
- Auctions that used the online “Donate an Item” feature received an average of 10.5 items per auction, which generated an average of \$1220 in net revenue.

Timing is key to engaging supporters.

- Saturday is the best day for organizations to communicate with supporters with a click through rate is 4.9%.
- Fridays are *not* the day for organizations to email their supporters/community. The average click through rate is the lowest of any day of the week (4.2%)
- K-12 schools experience click through rates greater than twice what other types of organizations experience.
- Patience is key! The average length of an auction is 30 days with 21% of an auction’s bidders participating in the first 72 hours of the event, and 47% participating in the last 72 hours.

The Message Matters.

- Get creative! cMarket tested two different types of outbid alert email messages to item bidders. One focused on a competitive/rivalry messaging, while the other message revolved around supporting the non-profit organization by bidding again. Both messages produced higher rates of re-bidding than a more informational message that had been used in the past.
- Furthermore, the appeal to “support” was more effective in the early stages of the auction, while the “competitive” appeal showed better results in the closing days and hours of the auction.

Online Auction Learning – Spring 2007

Continued...

Opening bids can make the difference in the end results.

- Start off right. When auctioning off a consignment item from cMarket Place, start the bidding at the whole sale cost to generate the most revenue. .
- Be careful about opening with a low bid -Although setting a low opening bid can generate more bid activity, in the majority of cases cMarket auctions saw the final top bid failed to meet the reserve price (The Reserve Price is the lowest price at which the item may be sold.) and therefore the item went unsold.
- 18% of the time when a reserve price is set above the opening bid, the top bid will exceed the cost of the item, but not the reserve.

Get-a-ways travel items are holiday auction favorites.

- Travel is consistently the most popular auction category year round. During the holiday season cMarket auctions see an increase in bidding activity and revenue for “get-a-ways,” (lower-priced trips of two-to-three days) verse the longer, higher priced “vacation” travel items which are more popular throughout the rest of the year. Quick get-a-ways appear to be a good match for holiday shopping budgets.

Schools and Education organizations are smart about online auctions.

- Schools are the most efficient organizations at gathering items for their online auction. The median auction catalog size is nearly twice as large as other types of organizations (120 vs. 62).
- Other organizations with strong member affinity are also successful. Mutual Membership and Benefit Societies (95 items), Faith (91 items) and Animal Welfare (89 items) follow just behind schools in median auction catalog size.
- Schools receive twice as many items “donated online” to their auctions than other organizations – averaging 17 vs.8 items donated respectively.
- Schools succeed tapping their communities for donated items, and also generate a great deal of revenue through creative use of their own resources. Examples:
 - 18 separate auctions sold a total of 43 “Reserved Parking Spots” for an average price of \$1,427 with one high of \$30,500.
 - A public school system in California recently raised \$40,000 just from school-specific activities that included parties with teachers, parties for parents, and the chance to be “Principal for a Day”.
- Saturday and Sunday are the best days for schools to communicate with their supporters. They experience the highest click through rates, which are almost twice what other types of organizations see on the weekend (10.6% and 8.7% vs. 4.9%, and 4.1% respectively)

Interesting and Fun Auction Facts

The Top 3 Auctions that have had the most bidders –

1. Ford/JDRF 2005 Auction - 1234
2. WXXI Auction (PBS) - 1021
3. Ford/JDRF 2006 Auction - 956

Highest Net Revenue for Auction Item

1. Autographed Lance Armstrong Jersey - \$110,000 (Pan-Massachusetts Challenge Auction 2004)
2. Self Portrait, silkscreen by Chuck, Close - \$65,000 (BAMart Auction 2005)
3. The Queen Table 1975 mixed media by Saul Steinberg - \$49,000(BAMart Auction 2007)

Highest Net Revenue Raised Online

1. South Beach Wine & Food Festival 2007 - \$237,966
2. BAMart 2007 - \$212,605
3. WGBH - \$193,492

Largest Online Auction Catalog

WXXI Auction – 5107 items

Most number of Sponsors enable in an auction

43 – Community College of Philadelphia Foundation

Most Items donated online

43rd Street Kids Preschool Auction – 203 items

Highest Revenue earned from items donated online

Ethel Walker School - \$32,954 (131 items)

Highest net revenue for cMarket Place items

SBC/AT&T employee Auction benefiting United Way - \$40,251 (124 items)

Most Bidders for an Item –

23 - Donald Trump Autographed Stapler, from the Staples: Staplers of the Stars Auction. Proceeds benefited the Elizabeth Glaser Pediatric Aids Foundation

Most Bids on an Item –

163 - MBS Systems Customer Relations Management (CRM) system from the NACS Foundation Silent Auction. *This dethroned the George Clooney Oscar Gift Bag which had held the title for the last year with 144 total bids.*

Interesting and Fun Auction Facts

Biggest GMS improvement from first auction to second auction

Saint Marks School Inc – 51% increase

Biggest GMS improvement from second auction to third auction

Brooklyn Academy of Music (BAM) – 72%

Most number of Bids place on opening day of an auction

3263 – Ford Employee Auction benefiting JDRF

Highest bid total, first day of an auction

Nevada NPR Auction 2006 - \$70,507

Most number of bids placed on closing day of an auction

Ford Employee Auction benefiting JDRF – 2682

Greatest Closing Days Ever (Net Revenue)

Brooklyn Academy of Music, March 25, 2007: \$105,660

Highest net revenue after the first day of bidding

WXXI - \$42,817

Most number of online auctions with cMarket

- WSKG Public Broadcasting – 7
- Miami Children's Hospital Foundation – 6
- Faulkner Hospital – 6
- The Home for Little Wanderers - 6
- WBGO Newark Public Radio – 5