



Media Alert

Greater Worcester Habitat for Humanity Receives \$2,000 as cMarket Marks its 2,000th Auction

Worcester, MA & Cambridge, MA – June 20, 2007 – cMarket, the nation's largest provider of online fundraising auction events and parent to www.BiddingForGood.com, today granted \$2,000 to Greater Worcester Habitat for Humanity as part of the company's A2K 2K promotion, designed to celebrate cMarket's 2,000th auction.

Greater Worcester Habitat for Humanity will apply the funds to its newest project – the Stowell Avenue Project, a two-story duplex that represents the organization's 25th and 26th homes. The project's first floor home will be fully accessible to individuals with disabilities in accordance with the Americans with Disabilities Act (ADA). The online auction raised \$3,800 as a run up to Greater Worcester Habitat for Humanity's Fourth Annual Raising the Roof gala.

"Every dollar we raise is key to building safe and decent homes for those in need," said Bob Rentsch, chairman of the Worcester affiliate's Development Committee. "The online auction has been a great way to enhance our annual fundraiser by allowing us to reach a broader group of people who care."

"We wanted to thank our members for helping us reach our 2000th auction milestone," says cMarket CEO Jon Carson. "It is because of them that we have raised over \$20 million for organizations throughout the country, and have contributed to providing shelter, educational programs for children, food for the hungry, medical research and other meaningful programs. This promotion is just our way of giving a little something back."

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 fundraising 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

About Great Worcester Habitat for Humanity

Greater Worcester Habitat for Humanity (GWHFH) is an independently operated affiliate of Habitat for Humanity International. It is a non-profit, Christian, housing ministry dedicated to making shelter a matter of conscience. Building relationships and community is as important to the organization as building homes.

Founded in 1985, GWHFH was one of the first Habitat for Humanity affiliates established in Massachusetts. The essential building blocks of the Habitat program are volunteer labor and donated materials, which are utilized in the building of simple, decent, affordable homes. Habitat homes are sold to partner families on a no-profit basis, with 0% interest mortgages. GWHFH generally holds the mortgage for 20 to 30 years. Payments are recycled to finance more housing through our Revolving Fund for Humanity. For more information, visit <http://www.gwhfh.org>.

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