

cMarket Completes Its Launch with All-Star Management Team, Investor Group, and Board of Advisers

Scottsdale, AZ (February 15, 2004)—cMarket announced at the DEMO technology conference completion of its launch, unveiling a highly accomplished management team, new financing, and the addition of two industry experts to its board of advisers. cMarket enables nonprofit organizations to easily create, extend, market, and manage their fundraising auctions online.

Press Release

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cMarket's management team includes four members whom together have returned more than \$1 billion to investors in prior ventures. Jon Carson, CEO and a co-founder, has previously started and sold three companies, the most recent of which was Family Education Network (fen.com), which uses a unique public/private partnership model and has become the largest education portal on the Internet.

Prior to founding cMarket, Greg McHale was the first CEO of Virtual Ink (1997 – 2002). Greg led an engineering team from Massachusetts Institute of Technology and created a new product, Mimio, and a new product category, portable electronic whiteboards. Virtual Ink raised \$57 million in venture capital funding, marketed their products on a global basis, sold over 100,000 units, and reached over \$10 million in annual revenue.

Harris "Hutch" Fishman, the chief financial officer, has worked with a number of high-profile and emerging companies. He has served as the founding CFO of the following companies: Sonus Networks (Nasdaq-SONS), the Family Education Network (acquired by Pearson), Viaweb (acquired by Yahoo!), Winphoria Networks (acquired by Motorola) and VideoServer (Nasdaq-EZEN).

Carl Maib, chief architect, brings over 18 years experience in software design and development to cMarket. As the lead architect and director of development for Intellicast, he directed a team that developed the first Internet website to provide free, accurate, up-to-date weather information. Intellicast is now a top 20 news site. At eziba.com, Carl, as vice president of technology, led an effort to transform the traditional world craft marketplace by taking web-only companies to traditional retailers.

cMarket recently completed the sale of \$3 million of Series A Preferred stock to investors led by Morningside Group and Management. Morningside is an international investment group founded in 1986 by the Chan family of Hong Kong. Morningside companies manage and in some cases fund investments in established and "sunrise" industries in China, across Asia-Pacific, North America and Europe. The Chan family also established the Hang Lung Group, a publicly listed group of companies in Hong Kong, in 1960. Morningside has invested extensively in the US venture market and was a long-term investor in Family Education Network. Morningside is familiar with various aspects of cMarket's business and success with investments in PayPal and Avid Technology.

cMarket has also added two experts from the nonprofit arena to its board of advisers:

Stephen Delfin

Director Worldwide Community Affairs
Booz Allen Hamilton

Steve has a long career working with, and for, non-profit organizations. Steve's career includes executive positions at the National Association for Home Care, the American Red

Cross National Headquarters, and United Way of America. He currently serves as Chairman of the Board of e-Philanthropy as well as on the boards of America's Charities and Net-Impact.

Anne Bryant

Executive Director
National School Boards Association

Anne has a long history in the non-profit sector. She currently runs the 130 person National School Boards Association which has over 95,000 local school board members. She is a national expert on education reform and has frequently testified before congress on educational policy. Prior to joining NSBA she was the Executive Director of the Association of University Women. Anne also serves as the chair of the Board of Trustees for Simmons College and is an advisory commissioner to the Education Commission of the States.

cMarket's debut at DEMO comes after six months of successfully testing a beta version of its web-based solution with nonprofit organizations involved in health, education, and faith-based—including the Miami Children's Hospital, the Roger Williams Zoo in Rhode Island, and the landmark Trinity Church in Boston. On average, organizations more than doubled the funds raised by adding the online auction component to their conventional on-site auction events.

With technology that easily and quickly places auctions online, cMarket enables nonprofits to expand the reach of their auctions far beyond the individuals raising a paddle at a physical event, as well encouraging higher bids for many items. For example, the Pan-Mass Challenge, the largest athletic fundraising event in the nation, realized \$36,000 via a cMarket online auction for one of Lance Armstrong's winning autographed yellow jerseys from the 2003 Tour de France

About cMarket

cMarket, enables nonprofits to easily create, extend, market, and manage their fundraising auctions online. With the ability to quickly reach the inboxes of their community or targeted customer set, cMarket helps organizations maximize auction revenue through increased bids, sponsors and donors. cMarket has helped numerous nonprofits in the arts, healthcare, faith-based and education sectors raise significant funds via its solution. For more information about cMarket, including the most current auctions being run, visit www.cMarket.com. cMarket is located in Cambridge, MA.