

A MILLION AND COUNTING: NONPROFITS EARN MORE THAN \$1 MILLION THROUGH cMARKET

CAMBRIDGE, MA (August 12, 2004) cMarket, a leading provider of Internet-based auction services, announced today that nonprofit organizations throughout the country collectively have earned more than \$1 million in new revenue by partnering with cMarket to bring their fundraising auctions online.

“This total is a clear sign that more and more charities are recognizing the power and potential of bringing the auction model to the Internet,” said Jon Carson, CEO and co-founder of cMarket.

“We are particularly proud to achieve this significant milestone because it represents our success in helping extremely worthy causes and organizations open new streams of revenue as they face intense pressure to raise funds with limited resources.”

Moreover, the company’s fundraising momentum appears to be increasing. In the month of June alone cMarket booked 38 new auctions that are expected to raise in excess of \$1 million. After only six months of active outreach cMarket has over 160 non-profit clients.

Launched one year ago, cMarket enables nonprofits to extend, create, market and manage their fundraising auctions online, resulting in additional bids, additional donors and recognized sponsors. Using cMarket’s Web-based solution, any organization can easily set up a branded online auction site and catalog. Unlike eBay and other marketplace sites, cMarket leverages an e-mail communication tool to put the auction directly into the inbox of the organization’s entire constituency and promote it to a much broader audience, creating interest and excitement not just amongst its own members, but the general public as well. Organizations can also include links to donors and sponsors, which increase catalog value and incentive to donate auction items.

cMarket has helped hundreds of nonprofits, as well as for-profit companies looking to raise money for their favorite causes, improve their fundraising by 22% on average, and in some cases by as much as 100%. The \$1 million fundraising total reflects a number of unique success stories, including:

- The Massachusetts 9/11 Fund raised \$157,000 – exceeding their goal by 57% -- by using cMarket to create the first online auction of low-numbered Massachusetts license plates
- The Pan Massachusetts Challenge earned \$36,000 for a single item, a Lance Armstrong-autographed jersey, in their online auction catalog. Pan Mass ultimately raised \$75,000 using cMarket.

- The Miami Children's Hospital Foundation's online auction helped the organization triple the money it had raised the entire previous year
- "Save Three Teachers," a group of residents in Cohasset, Massachusetts, raised more than \$10,000 through its online auction to hire three elementary school teachers

"The bottom line tells the story. Our customers are able to engage a larger pool of supporters, obtain more and better items from donors, receive more bids and ultimately earn more money," said Greg McHale, cMarket executive vice president and co-founder. "As organizations look to bring their fundraising auctions online, we look forward to helping them surpass their fundraising goals."

About cMarket

cMarket of Cambridge, Massachusetts, enables nonprofits to easily create, extend, market, and manage their fundraising auctions online. With the ability to reach the inboxes of their community or targeted customer set, cMarket helps nonprofits maximize auction revenue through increased bidding, added sponsors and donor value. cMarket's solution has helped numerous nonprofits in the arts, healthcare, faith based and education sectors raise significant funds. For more information about cMarket, including the most current running auctions, visit <http://www.cmarket.com/>.

CONTACT: Josh Gitelson
RF Binder Partners
(781) 455-8250
Josh.gitelson@rfbinder.com