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THE NORTH AMERICAN BOOSTER CLUB ASSOCIATION (NABCA) and cMARKET PARTNER TO “BOOST” FUNDRAISING EFFORTS OF BOOSTER CLUBS

cMarket chosen as preferred online auction provider for NABCA

April 5, 2007 – Kennewick, WA --The North American Booster Club Association (NABCA), the premier (#1) booster club association in North America providing guidance, education, training and support to booster clubs, and cMarket, the leading provider of online charitable auctions , today announced a strategic partnership to improve the marketing and fundraising services available to booster clubs throughout the U.S. cMarket’s advanced technological platform for offering online auctions and NABCA’s market strength in guiding and supporting booster clubs is the perfect partnership to help bring a cutting edge fundraising solution to booster clubs. .

The North American Booster Club Association is dedicated to: enhancing the educational experiences of all kids, becoming an integrated booster club delivery continuum, recognizing the special responsibility we have to children, providing leadership and national coordination, providing booster club-directed support services, bringing the best value to expanding the educational experience, and seeking to provide an environment where all kids are treated with fairness, respect and dignity, so that they have the opportunity to grow to their personal potential.

“NABCA’s focus is to provide a strong portfolio of booster club resources that includes education, guidance, club building tools and cutting edge programs for booster clubs who each continue to struggle with meeting the increasing demands facing their programs.” said Steven Beden, Executive Director of NABCA. “cMarket offers a state of the art program and service that will help booster clubs at all levels to meet the fundraising challenges. The use of the Internet and particularly online fundraising is fast becoming a standard, and NABCA wanted to provide our members and all booster clubs throughout the country with the opportunity to leverage the Internet. Partnering with cMarket was a logical choice not only because they are the leader, but because of the level of service, support and expertise they provide.”

The cMarket auction platform will provide NABCA members with the ability to create unique auction websites where they can promote club’s initiatives, engage with their community through cMarket’s email communication functions, and manage their online auctions to generate new revenue in support of their fundraising efforts. cMarket provides it’s clients with ‘best practice’, tips and advice based on data extracted from over 2000 online fundraising auctions. Furthermore, NABCA members can expand the reach of their local online auctions to a national audience by including their auction on BiddingForGood.com, the leading global exchange for goods and services recently launched by cMarket.

“We are excited that the North American Booster Club Association selected cMarket as their online auction service and see great opportunity for the NABCA members and booster clubs throughout the country to achieve their fundraising goals through our online auction services”, said cMarket CEO, Jon Carson. “We’re looking forward to working with NABCA and their member clubs to help raise critical funds for extra-curricular programs for children.

About NABCA

The North American Booster Club Association (NABCA)(www.boosterclubs.org) with its corporate office in Kennewick, Washington, is the premier (#1) booster club association in North America providing guidance, education, training and support to booster clubs and extracurricular programs throughout the United States and Canada. Booster Clubs are a key component to a successful extracurricular program as they provide funding, volunteer support, upkeep for facilities, fields and equipment, transportation, and scholarships.

About cMarket

cMarket is the leading on-demand, online auction platform solely for organizations engaged in fundraising for non-profit causes. With more than 1,500 customers, online auctions powered by cMarket.com have generated funding successes by allowing organizations, both large and small, to identify new sources of income and, at the same time, build mission awareness and heightened caring for the cause. cMarket services national non-profit organizations such as United Way, JCC Association, Junior Achievement, Muscular Dystrophy, The PTA, and the American Red Cross. cMarket also works with companies including Ford, Deloitte & Touché, Kimberly-Clark and General Electric to raise funds for their non-profit causes. In 2006 the company launched BiddingForGood.com which enables 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, has headquarters in Cambridge, Mass. For more information, visit www.cmarket.com and www.biddingforgood.com