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cMarket Releases New Product Suite for Putting Fundraising Auctions Online

CAMBRIDGE, MA (September 26, 2005) – cMarket, Inc., the leading provider of fundraising auctions online, today announced the release of version 2.0 of its online auction platform, featuring the OurAuction product suite. This suite includes:

- OurAuction: the suite's most fully-automated solution incorporates cMarket's full set of easy-to-use standard features.
- OurAuction Pro: the suite's more customized offering provides customers with many options designed to ensure additional power and flexibility.
- OurAuction Showcase: the suite's online catalog product is designed to help support a live or silent auction event.

From the online auctions it has run, cMarket has built a comprehensive database of online auction data. The company continually mines this data for substantial insights into the behavioral and transactional drivers of online auction success.

Based on this "best practices" analysis of how charitable organizations plan, create, build and manage successful auctions, cMarket designed version 2.0 as a multi-product platform in order to help different customers meet unique requirements and/or specific event goals.

The new release of the platform also provides several enhancements shared by the entire suite, including sophisticated bid management features that let users actively manage bidding.

"As cMarket continues to extend its reach into the nonprofit market place," Lisa Stapleton, Senior Vice President, Marketing, comments, "the ability to focus on the needs of each organization we serve is very important to us. With this product suite, we are taking a strong step across the 'one-size-fits-all' threshold to deliver a more custom-tailored approach."



About cMarket

cMarket is the world's leading provider of online auction services for the non-profit community. During the past 3 years, cMarket has created, marketed and managed highly-successful online auctions for over 850 clients by helping them design homepages, build auction item catalogs and promote more than 1,000 events.

These auctions have generated significant funding increases, built mission awareness and heightened caring and involvement for charitable organizations in the health and human services, arts and humanities, education and faith-based arenas.

cMarket was founded in 2003 and is headquartered in Cambridge, MA.