

cMARKET ADDS TWO TO SENIOR MANAGEMENT TEAM

CAMBRIDGE, MA (August 10, 2004) – cMarket, Inc., the leader in online fundraising auctions for nonprofit organizations, today announced that **Eric Cole** has been named Senior Vice President, Business Development heading the cMarket Sales team, and **Todd Rodgers** has been named Chief Technology Officer, leading the company's product technology development.

Eric Cole brings 20 years of senior sales management and marketing experience at Fidelity Investments, with directly relevant experience in the charity marketplace. He most recently served as senior vice president leading the sales team at the Fidelity Charitable Gift Fund, which he helped grow from \$560 million to over \$1 billion in fundraising assets and into the second largest public charity in the United States. While at Fidelity, Eric was recognized as a member of the President's Circle for 10 consecutive years of superior sales management results. Eric has had a long relationship with the nonprofit sector and his volunteer activities include two years as a rider for the Jimmy Fund/Dana Farber PAN-MASS, Hospice of the North shore and fundraising advisor for the New Jersey Orators.

Todd Rodgers has been working in the computer technology space for over 20 years. Prior to joining cMarket, he was chief technology officer of the Central Media Group at Pearson Education (NYSE:PSO) where he led a team of 25 professionals. Prior to Pearson, Todd was chief technology officer at Voter.com, and also served at Delphi Internet Services, an early Internet ISP. Todd started his career in computer science as a researcher at IBM in the Watson Research Center. He has a total of 17 publications, presentations and invited lectures, as well as two U.S. patents.

According to cMarket CEO and co-founder Jon Carson, the additions of Todd Rodgers and Eric Cole enhance the firm's continued growth and success. "Todd and Eric both have long and distinguished track records in serving some of the world's top companies and we are excited that they have chosen to join the cMarket team. Their professional experience and contributions to the nonprofit world will be invaluable as we continue to expand our client base and help more and more organizations open new streams of revenue by bringing their fundraising auctions online." All together, cMarket's management team has been founders, or co-founders, of 8 startups that have returned in excess of \$2 billion to investors.

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 www.cMarket.com.

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