



cMarket, GetActive Partnership Expands Fundraising Options for Nonprofits
Online Auction Tools Increase Power of Integrated Online Fundraising, Messaging Tools

Cambridge, MA and Berkeley, CA, Nov. 2, 2006 – cMarket and GetActive Software, Inc. have announced a partnership aimed at leveraging the power of integrated online fundraising and marketing services to revolutionize the way nonprofits connect with their constituents and maximize returns.

cMarket is the leading provider of full-service, on-demand, online auctions to support nonprofit causes. GetActive Software, Inc. provides online constituent relationship management services that help nonprofits to raise funds, conduct advocacy campaigns and build community. Through the partnership, nonprofits can integrate cMarket's Web-based auction solution with GetActive's customizable, easy-to-use tools to create, promote, and manage effective online fundraising and outreach campaigns.

"We're pleased to offer our nonprofit clients an additional tool for engaging donors," said GetActive CEO Sheeraz Haji. "Online auctions have become increasingly popular as fundraising events that engage new audiences and get results. And for charitable online auctions, cMarket's experience and leadership made them the clear choice."

Since its founding in 2002, cMarket has hosted more than 1,700 auctions and helped its clients raise tens of millions of dollars for charitable causes.

"We take care in choosing partner companies that are leaders in what they do and committed to corporate social responsibility," said cMarket Chairman and CEO Jon Carson. "GetActive serves a large client base representing the leading charitable organizations, associations, and higher educational institutions. They provide comprehensive, easy-to-use software and customer service that comes with a deep understanding of the issues facing nonprofit fundraising and marketing managers today."

About cMarket, Inc.

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, Junior Achievement, Catholic Charities, The PTA, and the American Red Cross. cMarket also works with companies including Ford, Deloitte & Touche, Kimberly-Clark and General Electric to raise funds for their nonprofit causes. cMarket, which was founded in 2003, has headquarters in Cambridge, Mass. For more information, visit www.cmarket.com or call **866-621-0330**.

About GetActive Software, Inc.

GetActive Software is a leading provider of online relationship management solutions that help organizations easily recruit, engage, and retain constituents. The GetActive Suite™ includes email messaging, fundraising, advocacy, events, community, and website management. At its core is the Constituent Data Hub™, GetActive's online database, which enables organizations to build comprehensive profiles of supporters by tracking online interactions and integrating with offline systems. GetActive has more than 800 clients, including The Humane Society of the United States, AFL-CIO, University of California, CARE, Oxfam America, U.S. Chamber of Commerce, and the National Association of REALTORS®. Organizations of all sizes are growing their lists, raising funds, optimizing constituent relationships, and improving campaign results with GetActive. For more information, visit www.getactive.com or call 202-659-2791.

#

PRESS CONTACTS

Kathleen Goodwin
cMarket
617/252-6402
kgoodwin@cmarket.com

Claudia Zorn
GetActive
202/659-9397
czorn@getactive.com