

FOR IMMEDIATE RELEASE

Contact Dawn Ringel
Warner Communications
781-449-8456
dawn@warnerpr.com

Muscular Dystrophy Association Partners with the Leading Online Auction Fundraiser, cMarket, to Reach More Donors and Raise More Funds for Medical Research

Cambridge, MA – February 6, 2008 – [cMarket](#) today announced that it has been chosen by the Muscular Dystrophy Association (MDA) as its preferred partner for [online fundraising auctions](#). [cMarket](#) is the leading online auction platform for schools and nonprofit organizations engaged in fundraising for their causes, ranging from environmental preservation to healthcare research to student financial aid.

Since January 2007, [cMarket](#) has powered 18 successful [online auctions](#) for 12 local MDA chapters, which have raised more than \$600,000 to help support research for neuromuscular diseases such as muscular dystrophy and amyotrophic lateral sclerosis (Lou Gehrig's Disease) last year.

"Last year MDA piloted several online auctions with cMarket. It was an exciting new venue for our staff, who all gave rave reviews on the program and the support received by the cMarket team. We are now encouraging all our Districts to seriously consider using the [cMarket](#) platform. We know the power of the Internet, and by reaching out to more [cause-minded bidders](#), we'll be able to go beyond our traditional boundaries," said Kevin Moran, Senior Vice President, MDA.

Among the most successful auctions thus far are the Houston MDA chapter, which has raised more than \$289,000 using cMarket, and the Dallas chapter at about \$134,000.

[cMarket](#) CEO Jon Carson said, "We're gratified that online auctions have become a powerful fundraising tool for such a meaningful and long-standing organization as MDA. We look forward to continuing to help them raise funds to support vital research and services for children and adults with neuromuscular diseases."

About cMarket

cMarket is the leading online auction platform solely for schools and nonprofit organizations engaged in fundraising for nonprofit causes. With more than 2,000 customers, online auctions powered by cMarket have raised tens of millions of dollars to generate measurable 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 their cause.

cMarket services national nonprofit organizations such as the Muscular Dystrophy Association, United Way, JCC Association, Junior Achievement, National PTA, and over 600 local schools, among others. cMarket also works with companies including Ford, Deloitte & Touche, Kimberly-Clark and General Electric to raise funds for their nonprofit causes.

You can experience cMarket at www.BiddingForGood.com, its consumer website that aggregates all the company's auction clients under one powerful umbrella for cause-minded bidders.

cMarket, which was incorporated in 2003, has headquarters in Cambridge, Mass. For more information, visit www.cmarket.com.

###