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FOR IMMEDIATE RELEASE**cMarket Named to Smaller Business Association of New England
Innovator List as One of Top 10 Most Innovative Companies in New England****Company Joins the Ranks of Genzyme, Ben & Jerry's and iRobot**

Cambridge, MA – May 12, 2008 – cMarket, the leader in online auction fundraising for schools and nonprofit organizations, announced that it has been selected as one of the top ten innovative companies in New England by The Smaller Business Association of New England (SBANE). The awards were announced at the 2008 New England Awards dinner at the Westin Hotel, Waltham to a sell-out audience of 450 New England business owners to honor this year's winners and finalists. The winners join the list of previous honorees in its "Circle of Excellence" including Genzyme, Ben & Jerry's, Staples, and iRobot.

The SBANE Innovation award is granted to those companies that best embody Growth, Innovation, Stability and Impact. cMarket was chosen out of a field of over 165 companies in New England by a panel of judges from the area's top venture capital, business, law, banking, biotech firms.

"cMarket has had a significant impact on the innovation in fundraising, taking the old and often ineffective model of live and silent auctions and opening them to a global audience of potential bidders," said the SBANE Judges. "We were impressed by their track record of success and well thought out business model that connects thousands of school and non-profit fundraising auctions to eighty thousand cause-minded bidders and dozens of marketers enabling causes to raise over \$40million dollars."

"This really is an honor," said Jon Carson, CEO of cMarket. "Our work focuses on helping worthy causes raise more money so we judge our success based on clients exceeding their fundraising goals. It's gratifying to be recognized by an external panel of knowledgeable business people, particularly among the hundreds of creative, innovative companies in the New England region."

About cMarket

cMarket is the leading online auction platform solely for organizations engaged in fundraising for nonprofit causes. With more than 2,200 customers, online auctions powered by cMarket have generated measurable successes and tens of millions of dollars by allowing organizations, both large and small, to better optimize their auction fundraising model and at the same time, build mission awareness and heightened caring for important causes.

cMarket services national nonprofit organizations such as the United Way, Muscular Dystrophy Association, JCC Association, Junior Achievement, National PTA, and hundreds

of local schools, among others. cMarket also works with companies including Ford, Deloitte & Touche, UGG Australia, 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 thousands of cause-minded bidders.

cMarket has headquarters in Cambridge, Mass. For more information, visit www.cmarket.com.

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