



**NEWS RELEASE
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Media Contact: Sheila Consaul
703.683.7871
sheila.consaul@unitedway.org

**GEORGE CLOONEY'S ACADEMY AWARDS® GIFT BAG AUCTION
TO RUN ON UNITED WAY WEB SITE FROM MARCH 22-28, 2006**

*-- Auction Being Powered by cMarket with Proceeds to Benefit United Way
Hurricane Response and Recovery Fund --*

Alexandria, VA (March 22, 2006) – United Way of America today announced that the online auction of the Academy Awards® Gift Bag received by George Clooney at this year's Oscar Awards ceremony -- which the Oscar-winning actor/producer/director and member of United Way's Board of Trustees generously donated to United Way to support hurricane response and recovery efforts -- began at the stroke of midnight EST Wednesday, March 22, 2006 and will conclude on March 28, 2006 at 11:59 PM EST on www.unitedway.org.

Through a partnership with cMarket.com, which is providing the online auction technology as well as consulting and technical expertise for this particular auction, bidders from all over the world will be able to participate. By auctioning the gift bag, United Way and Mr. Clooney hope to continue to focus attention on the long-term needs of the Gulf Coast areas devastated by the 2005 hurricane season as well as raise funds for ongoing rebuilding and recovery efforts.

"George has been a generous supporter of United Way with both his talents, ideas and resources," stated Brian A. Gallagher, President and CEO United Way of America. "And he is very concerned – as are we at United Way – that those in the Gulf Coast area are not forgotten. There is a long road ahead and much work to be done to rebuild the lives and communities throughout that area and we greatly appreciate George's leadership and generosity in keeping their needs in the forefront," he concluded.

Those interested in bidding on Mr. Clooney's Oscar "goodie" bag and its transferable contents should know that it will be auctioned as one item. Additionally, Mr. Clooney donated the entire contents of his gift bag; however, not all gift certificates included in the bag were transferable. All gift certificates include an expiration date and other restrictions may apply. The bag being auctioned contains the following items:

- **A hand-written note from George Clooney, thanking the highest bidder for his/her donation**
- Dooney and Bourke Croco Wheel Travel Bag designed exclusively for Academy Award gift bag recipients
- Frette cashmere leather trimmed travel blanket
- Kay Unger vintage silk kimono
- Tara cultured Tahitian pearl necklace
- A two-night culinary escape at the luxurious Bernardus Lodge in Carmel, CA
- A six-night stay in a luxurious suite at the JW Marriott Ihilani Resort & Spa
- Fairmont Hotels & Resorts vacation package at one of three destinations. Choose from spectacular mountain properties in Whistler or the Canadian Rockies, or opt for a sun soaked getaway at Mexico's hottest new destination, the Riviera Maya.
- \$500 Gift Certificate for Kōl Bath & Body products by KōlDesign, NYC
- \$500 Gift Certificate from SignatureDays.com, offering over 1,500 unique gift experiences, ranging from spine-tingling adventures to belly dancing & gourmet cooking
- 60 GB Video iPod
- JBL On Stage II™ loudspeaker dock for iPod
- harman/kardon® drive+play iPod car integration system
- Digital Lifestyles iPod cover
- BlackBerry 8700c
- Walk Styles Dash Track
- Firefly mobile phone for mobile kids
- Canon DC10 camcorder
- Elph PowerShot SD30 camera
- Selphy compact photo printer
- Vonage broadband phone system
- Two bottles of Manni olive oil
- A bottle of Laurent-Perrier Grand Siecle champagne
- Box of Moonstruck Chocolates
- Box of Terry's Toffee
- A bottle of Sterling Vineyards wine
- A copy of "A Fine Romance" by president of MGM Darcie Denket
- A Wellness Retreat for two at Sanctuary on Camelback Mountain in Paradise Valley, AZ, that includes 3 nights/4 days lodging; dinner for two; two 90- minute spa treatments; a private guided Fitness Hike and complimentary fitness classes such as Yoga, Pilates, Cycling, and Belly Dancing.

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About United Way of America

United Way of America is the national organization dedicated to leading the United Way movement in making a measurable impact in every community across America by focusing on the root causes of the most serious problems. The United Way movement includes over 1,300 community-based United Way organizations. Each is independent, separately incorporated, and governed by local volunteers. For more information about United Way of America, please visit: www.unitedway.org.

About cMarket

cMarket is the leading provider of full service online auctions solely for organizations engaged in fundraising for non-profit causes. With more than 1,000 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 non-profit causes. cMarket was founded in 2003 and is headquartered in Cambridge, Mass. For more information, visit www.cmarket.com.