

## **cMarket Selected to Power Celebrity Clothing Auctions for “Clothes Off Our Back”**

*-- Leading Online Charity Auction Provider hosts Golden Globes  
Celebrity Clothing Auction to Benefit UNICEF Tsunami Relief Fund --*

**CAMBRIDGE, MA (January 12, 2005)** – cMarket Inc., the leading software provider of online charity auctions, today announced that it will be the exclusive auction technology provider for the Clothes Off Our Back Golden Globes celebrity clothing auction. The online auction will open on January 17, 2005, and will include fashions worn by current and previous Golden Globe winners, nominees and attendees. The money raised by Clothes Off Our Back will be donated to the UNICEF Tsunami Relief Fund.

cMarket will provide Clothes Off Our Back with the technology to enable fashion aficionados and those interested in contributing to the cause with the ability to bid online for unique fashions worn at the Golden Globes by participating actors. The auction will run online from January 17 through January 30.

“We know we can handle the high-level of interest and media attention that the Golden Globes online auction will draw,” said Jon Carson, CEO of cMarket. “cMarket has already proven that we can efficiently manage a celebrity online charity auction with the ‘Staplers of the Stars’ online auction for Staples, and we are looking forward to partnering with Clothes Off Our Back for mutual success.”

“We chose cMarket as our technology partner based on their history of success with managing both nonprofit online auctions and celebrity charity events,” said Michel Schneider, executive director of the Clothes Off Our Back Foundation. “cMarket has demonstrated that they understand the nuances of pulling off a successful online celebrity auction – from the set-up to the logistics, from preparing for the quick turnaround from event night to the launch of the online auction.”

cMarket will also be managing the Clothes Off Our Back Sundance Film Festival online charity auction which will open on January 21, 2005.

cMarket provides a unique (patents pending) online auction service for fundraisers—both nonprofit organizations and corporations seeking to raise money for charity from either employees or customers. In its first year it has signed up nearly 400 organizations at both the national and chapter level including the American Red Cross, National PTA, Miami Children’s Hospital, National Trust for Historic Preservation, Staples, Pearson, Lenscrafters, and hundreds of others.

### **About cMarket**

cMarket of Cambridge, Massachusetts, enables fundraisers – both nonprofit and corporate – 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 fundraisers 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 its most current running and recently concluded auctions, visit <http://www.cmarket.com>.

### **About Clothes Off Our Back**

Founded by Jane Kaczmarek and Bradley Whitford, the Clothes Off Our Back Foundation works with celebrities, designers and high profile individuals to share their good fortune and donate clothing and accessories for auction to benefit children's charities. The items are put up for bid to the public --- all in the name of charity. Nearly 80 celebrities have participated in Clothes Off Our Back auctions since its inception in 2002 helping raise hundreds of thousands of dollars for various children's charities. Bidding and additional information can be found at [www.clothesoffourback.org](http://www.clothesoffourback.org).

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