

cMarket and Pan-Massachusetts Challenge Partner for 2nd Year in Online Auction; Auction Gives Riders and Participants Another Fundraising Avenue

Cambridge, MA (February 15, 2004)—The Pan-Massachusetts Challenge has signed with cMarket for the second year in a row to host its online auction in conjunction with its annual bike-a-thon. cMarket enables nonprofits to easily create, extend, market, and manage their fundraising auctions online.

This year's PMC auction again includes a cMarket online tool that enables donors to receive fundraising credit for donating auction items, in addition to pledging funds to particular riders, as part of PMC's goal of enhancing its revenue stream and assisting the riders in achieving their required monetary fundraising goals—all in line with PMC's overall strategy of maximizing revenue (more than 93% of funds raised go to the Jimmy Fund).

cMarket's integrated solution allows riders and their supporters to donate auction items online through the "Donate Item" button. The "donor" is then able to "Look-up" a PMC rider and assign that rider to the donated item. The assigned rider is then matched to the item in the catalog and the winning bid amount is added to the rider's overall fundraising goal. For items donated without an assigned rider, bidders can assign a rider for each of their bids, with the winning bid amount then added to that rider's fundraising total.

Through the use of cMarket's "Donate Now" solution, 65% of the items in the PMC catalog were donated by a PMC rider or their supporters. Last year's auction raised over \$75,000 and included many unique and one-of-a-kind items.

"We are excited to once again be using cMarket's solution to assist our riders in exceeding their goals. This not only gives our riders another avenue to pursue fundraising, but integrates with our mission to donate a high percentage of revenue directly to Dana-Farber Cancer Institute/Jimmy Fund," says Billy Starr, PMC Executive Director.

"The PMC challenged us to go off and integrate an auction with their bike-a-thon that would benefit riders, donors and sponsors. By responding to this challenge and creating the "thon" component we are now able to assist the PMC and any other "thon" fundraiser with an additional stream of revenue. I think it is a testament to the cMarket solution that the PMC is back again this year using our product," says cMarket Founder and Executive Vice President Greg McHale.

Press Release

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About cMarket

cMarket, enables nonprofits to easily create, extend, market, and manage their fundraising auctions online. With the ability to quickly reach the inboxes of their community or targeted customer set, cMarket helps organizations maximize auction revenue through increased bids, sponsors and donors. cMarket has helped numerous nonprofits in the arts, healthcare, faith-based and education sectors raise significant funds with their solution. For more information about cMarket, including the most current auctions being run, visit www.cMarket.com. cMarket is located in Cambridge, MA.

About PMC

From 36 cyclists to this year's 4,000 cyclists, from having raised \$10,200 to pedaling to reach \$120 million, the PMC continues to lead athletic fundraising events in terms of dollars raised - and donated - to charity. The PMC has been praised in *The New York Times* and *The Boston Globe* as a model in fundraising efficiency, as it annually contributes more than 93 percent of all funds raised directly to the Jimmy Fund. This is the second year the event has been presented by the Major League Baseball team, the Boston Red Sox.