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cMarket Network Opens Consumer Marketplace for Promotion and Customer Acquisition

*Online Fundraising Auctions Connect Product Marketers with Affluent
Consumers*

CAMBRIDGE, Mass., – September 22, 2008 – cMarket Network, the leader in online auction fundraising for nonprofits and schools, announced a unique performance based marketing program that enables product and service marketers to easily and effectively promote their brand to a proven group of affluent consumers, gain marketing intelligence and align their brand with charitable organizations thereby optimizing marketing budgets for customer acquisition.

cMarket specializes in enabling online auctions for schools and nonprofits, the aggregate collection of which is a virtual consumer marketplace that brings buyers and sellers together with the resulting proceeds going to various charities. The Company's BiddingForGood.com site draws hundreds of thousands of affluent visitors a month, enabling them to easily access products and services they want while supporting various causes at the same time.

Says cMarket Network CEO Jon Carson, "We believe that charity auctions are an exceptional promotion channel for marketers to reach the mass affluent. Our thousands of private school, arts, and healthcare auctions provide a unique way to reach consumers with spending power through causes they care about."

A recent survey of this community of over 100,000 active bidders shows BiddingForGood members are cause-minded professionals between the ages of 35 and 55 with a household income in excess of \$120,000, who enjoy supporting charities by shopping, particularly for travel, dining and entertainment related items. Just two years old, this growing community is responsible for contributing tens of millions of dollars to date to nonprofit causes through this marketplace.

Research from the 2007 Cone Cause Evolution & Environmental Survey shows that 87% of Americans will switch to a vendor associated with a good cause. cMarket's Product Marketing Program gives participating partners access to this thriving community of affluent, cause-minded consumers more than willing to make purchases when the proceeds go to a favorite charity.

“In these hard economic times, marketers are looking for an innovative and efficient way to reach a specific group of consumers,” said Devin Golden, vice president of Sales. “By promoting products and services in our auction network, they not only solidify and enhance their brand, they gain actionable marketing intelligence on consumers who have engaged in the bidding for their products. This information is highly valuable for any marketing organization and in turn more than pays for the cost of the placement.”

Offering luxury coach transportation between New York City and Boston, LimoLiner is a premier cMarket partner participating in the program. The company places round trip ticket packages in various nonprofit auctions in the Boston and New York metro areas, increasing awareness of their services, developing powerful word-of-mouth advertising and acquiring future customers. Early results from the partnership have yielded corporate exposure to hundreds of thousands of cause-minded consumers, over 9,000 click-throughs, 1,500 qualified leads and over 300 customers.

“The cMarket program is a unique and focused marketing channel that allows us to reach our target customers,” said Peter Pescatore, CEO of LimoLiner. “It enables us to support community causes through great nonprofits like YMCA, American Cancer Society, Boston Pops, and the Boys and Girls Club. In return we receive increased awareness of our service, exposure to a pre-qualified audience, specific performance metrics and guaranteed new customer acquisition; a more effective program than traditional advertising.”

Other participants in the program include DKNY Jeans, Kimpton Hotels/Boston, Liberty Hotel, LEGOLAND, Lucky Strike Lanes, Reebok Outlet Stores, The Taj Hotels and Premier Cancun Vacations.

In exchange for placing products or services, partners receive valuable, highly visible brand exposure to targeted consumers, including quality pictures, logos and descriptions, association with local and national charities, increased web site traffic, detailed performance reporting and inclusion in cMarket marketing efforts.

For more information or to enroll in the program, visit <http://cmarket.com/partners/pmp> or contact: Devin Golden at 866-918-0308 or dgolden@cmarket.com.

About cMarket

cMarket is the leading online auction platform solely for organizations engaged in fundraising for nonprofit causes. With more than 4,500 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 is headquartered in Cambridge, Mass. For more information, visit www.cmarket.com.

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