

cMarket and National PTA Announce Multi-Year Agreement First Online Fundraising Auction for National PTA

CAMBRIDGE, MA and CHICAGO, IL (February 15, 2004)—cMarket announced today that National PTA will launch its first online auction using cMarket. This will be the first national fundraising auction for the largest volunteer child advocacy association in the nation. cMarket enables nonprofits to easily create, extend, market, and manage their fundraising auctions online.

March 19, 2004 and can be found at <http://pta.cmarket.com>. Proceeds from the auction will help National PTA in its mission to support public education, increase parent involvement in children's lives, and ensure safe and nurturing communities for the nation's families. National PTA was interested in creating a new fundraising opportunity that would engage its members while raising necessary funds for projects such as Parent Involvement Schools of Excellence Certification, the Hispanic Outreach Initiative, and the Reflections Program.

National PTA chose cMarket as the solution that would not only address its needs at the national level and could also be utilized by local PTA chapters to add efficiency to auction events. In a multi-year partnership, National PTA will offer cMarket's solution to its 23,000 local chapters located in the United States, the District of Columbia, and the US Virgin Islands.

Local chapters that use cMarket will be able to extend the reach of their fundraising by putting auctions online and into the inboxes of parents, friends and family. In addition, businesses that sponsor or donate items to the auction can take advantage of a unique marketing opportunity by including their links and logos in the auction home page, in the auction catalog and on auction emails.

"We know that PTAs across the nation are always looking for unique ways to raise funds for their school and that auctions have become an increasingly popular solution," says Linda Hodge, National PTA President. "By working with cMarket, we are able to offer our members an innovative and easy-to-use solution to help their fundraising efforts become more successful."

With an increased urgency faced by nonprofits to find new funding sources, due to cutbacks in government, foundation, and other funding sources, cMarket's tools enable an organization to engage the entire constituency.

"In this economic climate it's critical for the non-profit sector to find ways to fund the growing need for social capital and we believe cMarket is part of the solution," says Jon

Press Release

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Carson, CEO and co-founder of cMarket. “Beyond that, we believe the school channel is a compelling one for auctions and are excited by the agreement with the National PTA to market to its local chapters. There are thousands of school auction fundraisers each year and now, with our solutions, every one of them can be more efficient, involve more parents, friends and family, and raise more money.”

About cMarket

cMarket enables a nonprofit 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 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 National PTA

With 6 million members, National PTA is the largest volunteer child advocacy association in the United States. A not-for-profit association of parents, educators, students, and other citizens active in their schools and communities, PTA is a leader in reminding our nation of its obligations to children. Since its founding in 1897, National PTA has prided itself in being a powerful voice for children, a relevant resource for parents, and a strong advocate for public education. Membership in National PTA is open to anyone who is concerned with the education, health, and welfare of children and youth. For more information about National PTA, visit the website at www.pta.org or call (800) 307-4PTA (4782).