

BIDDINGFORGOOD 'S TRAVEL MARKETING PROGRAM RAPIDLY SCALING WITH TOP BRANDS

cMarket/BiddingForGood, the leading online auction platform connecting charity auctions, affluent consumers, and marketers, is receiving accolades from the travel industry for its online marketing program. The program turns charity auctions into a measureable marketing platform and delivers customers, leads, and deep engagement awareness.

"Travel is the #1 most bid on category in the \$16 billion charity auction market. BiddingForGood works with marketing partners to design an offer that allows upsell and cross sell. In return, BiddingForGood drives winning AND losing bidders to their property as well as deep engagement with a specially built microsite that represents their property in all auctions", says cMarket/BiddingForGood CEO Jon Carson.

The BiddingForGood program boasts some leading "A list" luxury brands including LVI/Thomas Cook Travel, Kimpton Hotels, and The Taj Hotels, just to name a few. The company connects these brands to leading charities and their donors such as Muscular Dystrophy and the South Beach Food and Wine Festival. They work with 41 of the top 100 charity rated brands in the U.S. as well as many prestigious private schools. "As more and more marketers see the measureable value that can be extracted from online charity auctions, we expect to see more and more brand names getting involved", says nationally recognized Four Seasons hotelier, Robin Brown.

Here's how the program works: BiddingForGood places an agreed upon offer from a property with upsell and cross sell potential into auction network. Charities promote the auction to their donors and donors bid on the item. After the auction is over, BiddingForGood reaches out to losing bidders on property's behalf, as they are now qualified leads. The property receives detailed awareness and engagement reporting within this outreach program.

BiddingForGood's product placement program has been so successful that brands are not only renewing their agreements, but also expanding them at the same time. "All clients that call in and book their

mini vacation are happy and have nothing but good things to say about cMarket and our product that they purchased, says Reyna Anne Haseman, Director of Incentives at Premier Cancun Vacations. Because of the positive outcome and experience from cMarket's efforts, we have decided to donate another 200 certificates to our new Eco Luxury Resort in the Mayan Riviera. Haseman adds, "We see a bright future in our relationship with cMarket for many years to come."

The BiddingForGood 2009 calendar has included multiple multi-million dollar agreements including a recent \$1.5 million deal with LVI/Thomas Cook Travel, as well as the addition of nationally recognized Four Seasons hotelier Robin Brown, principal at CWB Boylston, LLC, instrumental in the development of Mandarin Oriental- Boston, to the Board of Directors.

For more information on BiddingForGood's product placement marketing program, please email productmarketing@cmarket.com or visit www.cmarket.com.

About BiddingForGood

BiddingForGood is the leading online auction platform solely for organizations engaged in fundraising for nonprofit causes. With more than 6,000 customers, online auctions powered by BiddingForGood have generated over \$68 million for non-profit organizations by allowing organizations to secure more items, more bidders and ultimately raise more money. The company also works with brand marketers through its unique product placement advertising program to enable them to reach affluent donors while they are spending in a trusted environment. You can experience our marketplace at www.BiddingForGood.com. BiddingForGood is headquartered in Cambridge, Mass. ■

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