

## **Former Senator Bill Bradley to Chair cMarket Advisory Board**

*-- Will Provide Strategic Input and Introductions --*

**CAMBRIDGE, MA (January 7, 2005)** – Former Senator Bill Bradley, an outspoken advocate for the use of technology in improving the efficiency of non-profit fundraising, has been named Chairman of cMarket's National Advisory Board. In that role he will advise management on strategy and suggest fundraising organizations he feels can benefit from cMarket's unique online auction platform. In addition to his role on the advisory board, Sen. Bradley has made a personal investment in cMarket.

Other members of cMarket's National Advisory Board include Anne Bryant, Executive Director of the National School Boards Association, Brian Rosborough, Founder of Earthwatch Institute, and Teresa Ellis, Executive Director of Harbinger Partners. The board advises cMarket's management about important trends and developments affecting nonprofit organizations.

cMarket provides a unique (patents pending) online auction service for fundraisers—both non-profit 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.

Sen. Bradley, who co-authored a widely publicized article in the *Harvard Business Review* with McKinsey & Company in 2003, entitled "The Non-Profit Sector's \$100 Billion Opportunity", has long been a champion of the Internet's potential for fundraising.

"I think cMarket stands at the intersection of two important trends—the increasing need for innovative, technology-based fundraising solutions, and the auction model, which has a long and important history in the non-profit sector," said Sen. Bradley. "cMarket represents a big idea and I hope I can be helpful," he added.

Said cMarket CEO, Jon Carson, "Bill has a ton of knowledge and relationships in this space. We are looking forward to his active involvement."

Sen. Bradley is currently a Managing Director at Allen & Company, an investment bank that specializes in media and internet companies. He is a former Rhodes Scholar, who served in the United States Senate, and ran for President in 2000. Prior to serving in the Senate he played professional basketball for the New York Knicks, helping win two world championships.

### **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>.

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