

cMarket Developing National Pilot Program for Cystic Fibrosis Foundation

Scottsdale, AZ (Feb. 15, 2004)-cMarket today announced that it has been contracted by the Cystic Fibrosis Foundation to develop a national pilot program to increase fundraising support from its donors and sponsors via online auctions. Under the agreement, the CF Foundation will test the cMarket product in conjunction with select fundraising events around the country. The cMarket solution enables nonprofit organizations to easily create, extend, market, and manage fundraising auctions online.

"The Cystic Fibrosis Foundation is always looking for new ways to help us increase support for CF research and care programs. We have followed cMarket's success and are optimistic that their product has the necessary elements to help us achieve our fundraising goals," said C. Richard Mattingly, executive vice president and COO of the Cystic Fibrosis Foundation.

Press Release

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The cMarket tool gives the CF Foundation the ability to raise funds for a particular event among people who may not be planning to attend it. For example the Northern New England Chapter of the CF Foundation will be hosting its 13th Annual Cystic Fibrosis Ski Challenge from March 5 to 7. Typically, the event draws approximately 350 people who enjoy a weekend of skiing, as well as a live auction event. This year, however, cMarket has made many of the event's auction items available online at www.cfskitchallenge.cmarket.com. Many of these items also will appear at the live auction, but some are available online only. To promote the auction, the Northern New England Chapter is working with its media sponsor, WCRB, a classical music station in Boston. WCRB has put a link on its Web site to the auction, has sent e-mails to listeners, and is running public service announcements, thereby extending the reach of the auction to WCRB listeners and exponentially increasing the base of potential bidders for auction items.

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"cMarket is thrilled to have the opportunity to work with an organization as well respected and prominent as the Cystic Fibrosis Foundation," says Jon Carson, CEO of cMarket. "We have enormous respect for the way they administer their programs and are working closely with them to demonstrate how our tool can systemize, optimize and enhance their special events with online auctions."

About cMarket

cMarket, enables a nonprofit 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 <<http://www.cMarket.com>>. cMarket is located in Cambridge, MA.

About Cystic Fibrosis

Cystic fibrosis (CF) is a genetic disease that affects approximately 30,000 people in the United States. A defective gene causes the body to produce an abnormal protein that leads to the build-up of thick, sticky mucus in the lungs and pancreas. This abnormal mucus results in chronic and life-threatening lung-infections and impairs digestion. When the CF Foundation was created in 1955, few children lived to attend elementary school. Today, because of research and care supported by the CF Foundation with money raised from donations from individuals, corporations and foundations, the median age of survival for people with CF is now in the early 30s.

The mission of the Cystic Fibrosis Foundation is to assure the development of the means to cure and control cystic fibrosis and to improve the quality of life for those with the disease. For more information on cystic fibrosis, call (800) FIGHT CF or visit: www.cff.org <<http://www.cff.org>>.