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cMarket Releases New Version of Online Fundraising Auction Services

Expanded Sponsorship Opportunities, Easier Closeout Process and New Payment Processing Options Improve the Overall Functionality of the Platform

CAMBRIDGE, MA (March 31, 2005) – cMarket, Inc. the leading provider of online fundraising auction services, today announced the release of version 1.4 of the company's auction platform. The latest release includes features designed to substantially improve its customers' management and marketing of their online fundraising auctions.

"We collaborate closely with our customers as we plan the features and enhancements included in each release," said Lisa Besteni, Vice President of Product Management, cMarket. "At a strategic level, this release enables our customers to offer even more quantifiable value to their generous sponsors; more tactically, it also offers customers a very simple process for closing out their auctions, new payment processing options, and enhanced communications and reporting."

Specifics of the major features in this release include:

- **Sponsorship opportunities:** Eight online corporate sponsorship spots are now available in cMarket's online auction homepages and email communications, giving nonprofit organizations the ability to offer more quantifiable value to more corporate sponsors.
- **Closeout process:** A simplified closeout process makes it even easier to assign winners, identify items that have a winner, have not met reserve or have no bids, as well as differentiate between items available for online bidding online and those available both online and at a live auction.
- **Payment processing options:** cMarket now offers its customers three payment processing options: secure credit card reports for processing credit cards on their own, Auctionpay's seamless credit card processing solution, and credit card processing through IATS/Ticketmaster.
- **Communications templates:** New email templates ease and improve nonprofit organizations' online solicitation and marketing to their constituents.

- **Additional reports:** New reports allow nonprofit to better manage their auction items, sponsors, donors, and activity.

For more information about cMarket, please visit www.cmarket.com or call 617-621-1000.

About cMarket

cMarket is the leading provider of online fundraising auction services to nonprofit organizations and corporations raising funds for worthy causes. By bringing the power of the Internet to the auction fundraising model, cMarket helps fundraising professionals build and protect their donor base, attract sponsors, promote their cause and improve their fundraising results through the use of online auctions. Over 500 nonprofit organizations in the arts, healthcare, faith-based, and education sectors, as well as dozens of corporations, have chosen cMarket's services to raise significant funds through nearly 700 online fundraising auctions. cMarket is also a member of Business for Social Responsibility.

For more information about cMarket, including current and recently concluded auctions, visit <http://www.cmarket.com>.