



## For Immediate Release

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### The Active Network, Inc. and cMarket Join to Do Good

**SAN DIEGO – April 2, 2007** – Non-profits in the Active Network's community who are raising money and awareness for their causes now have access to a new online fundraising auction feature thanks to a new deal inked by the company and cMarket, Inc. The Active Network, Inc. (Active) is a leading provider of application services technology and marketing solutions for community service and participatory sports organizations. cMarket is the leading provider of online charitable auction services and parent of BiddingForGood.com.

The two companies will work together to offer a new online fundraising auction service that includes everything needed to create, promote and manage an online auction event – a customizable homepage, catalog creation tools, online promotion, bidding management and measurable results.

"We're excited to offer cMarket's full suite of online auction tools to Active's non-profit community," said Bruce Needle, Vice President of Sales, cMarket. "Active's commitment to the vitality of community service organizations aligns with our own mission to enable non-profits to significantly expand their circle of supporters through innovative fundraising opportunities."

According to the National Auctioneers Association, auctions are a core fundraising model, raising over \$16 billion per year. The Active Network and cMarket alliance will enable non-profit organizations to leverage the latest in online auction technology by expanding their donor base and ensuring that non-profits achieve their fundraising goals. Together, the two companies will expand their menu of services, providing non-profit clients with a convenient, integrated fundraising event – online, live or both. Furthermore, non-profits can expand the reach of their local online auctions even further, to a national audience, by including their auctions on



BiddingForGood.com, a new global exchange for goods and services recently launched by cMarket.

"Building a relationship with an online fundraising leader like cMarket is great for Active and our customers," stated Brad Wills, Director of Business Development, The Active Network, Inc.

"Together, we look forward to providing our customers with a state of the art online auction tool to help them raise funds easily and efficiently for their cause."

#### **About cMarket, Inc.**

cMarket is the leading cause-based marketplace connecting worthy causes with consumers.

With more than 1,700 customers, online auctions powered by cMarket.com have generated funding successes by allowing organizations, both large and small, to identify new sources of income and, at the same time, build mission awareness and heightened caring for the cause. cMarket services national non-profit organizations such as United Way, JCC Association, Junior Achievement, Muscular Dystrophy, The PTA, and the American Red Cross. cMarket also works with companies including Ford, Deloitte & Touche, Kimberly-Clark and General Electric to raise funds for their nonprofit causes. The company recently launched BiddingForGood.com, which enables non-profit organizations to reach the broadest possible audience by featuring their auctions and items on this leading global exchange for goods and services. cMarket, which was founded in 2003, has headquarters in Cambridge, Mass. For more information, visit [www.cmarket.com](http://www.cmarket.com).

#### **About The Active Network, Inc.**

The Active Network, Inc., based in San Diego, Calif., provides application services technology and marketing access to community service organizations, and is a leading online community for active lifestyles. The company's solutions help sports and community service organizations improve customer service capabilities, increase revenues, and reduce the cost and complexity of managing and marketing activities and events. Its full service marketing and promotions agency, Active Marketing Group, brings direct knowledge, insight and access to active and on-the-go consumers. Through its Web properties, [www.Active.com](http://www.Active.com), [www.eteamz.com](http://www.eteamz.com) and [www.ActiveGolf.com](http://www.ActiveGolf.com), The Active Network provides consumer services and resources that support participation in healthy lifestyles. For more information, please visit [www.TheActiveNetwork.com](http://www.TheActiveNetwork.com) or call 1-888-543-7223.



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