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**cMarket Selected by AlwaysOn as a Northeast 100
Top Private Company Award Winner**

***Recognized for Creating New Business Opportunities in High-Growth
Markets through Game-Changing Technology***

Cambridge, Mass. – April 3, 2008 – cMarket, the leader in online auction fundraising, today announced that it has been chosen by AlwaysOn as one of the Northeast 100 Top Private Companies. The first-annual Northeast 100 list was compiled by the AlwaysOn editorial panel. In order to be eligible for the list, companies in the Northeastern United States had to be creating new business opportunities in high-growth markets, demonstrating significant market traction and pursuing game-changing technology in a key sector. AlwaysOn received hundreds of nominations for this year's list.

cMarket and the Northeast 100 Top Companies for 2008 will be honored at the AlwaysOn Venture Summit East to be held April 7 – April 9, 2008, at the Four Seasons Hotel in Boston, MA. Venture Summit East a two-day gathering that highlights the significant economic, political and technology trends impacting the global growth investor. Venture Summit East features the most influential institutional investors, venture capitalists, corporate buyers, investment bankers and research analysts in the Eastern US in keynote presentations and panel debates. The idea behind the Northeast 100 companies list is to identify the most promising entrepreneurial opportunities and investments in the Northeast region's technology industry.

“For the first annual elite Northeast 100 list we surveyed more than 500 venture investors, investment bankers, and technology insiders, who nominated hundreds of companies to determine the Northeast 100 winners,” said Tony Perkins, Founder and Editor, AlwaysOn Network. “Each of the Northeast 100 winners had to demonstrate

leadership among their peers in the following areas: innovation, market opportunity, commercialization, media buzz, and stakeholder value creation. We congratulate them all on this great honor!”

Among the hundreds of new and innovative companies in the northeast, cMarket was recognized as one of the nine most innovative web services startups in New England.

“We’re thrilled to be recognized by the judging committee as one of the most innovative companies in the Northeast,” said Jon Carson, CEO of cMarket. “Our growth is directly attributable to the schools and nonprofit organizations that are embracing online auction fundraising campaigns to increase awareness and donations through the internet. Together we’ve raised nearly \$40 million for good causes and I hope this validation will encourage other for-profit entrepreneurs to harness the power of the private sector to bring about positive change for worthy projects.”

About The AlwaysOn Venture Summit East

Venture Summit East is a two-day gathering that highlights the significant economic, political and technology trends impacting the global growth investor. Venture Summit East features the most influential institutional investors, venture capitalists, corporate buyers, investment bankers and research analysts in the Eastern US in keynote presentations and panel debates. The goal of Venture Summit East is to match growth-company buyers and sellers and identify the most promising innovation-driven, growth investment opportunities.

About cMarket

cMarket is the leading online auction platform solely for organizations engaged in fundraising for nonprofit causes. With more than 2,200 customers, online auctions powered by cMarket have generated measurable successes and tens of millions of dollars by allowing organizations, both large and small, to better optimize their auction fundraising model and at the same time, build mission awareness and heightened caring for important causes.

cMarket services national nonprofit organizations such as the United Way, Muscular Dystrophy Association, JCC Association, Junior Achievement, National PTA, and hundreds of local schools, among others. cMarket also works with companies including Ford, Deloitte & Touche, UGG Australia, Kimberly-Clark and General Electric to raise funds for their nonprofit causes.

You can experience cMarket at www.BiddingForGood.com, its consumer website that aggregates all the company’s auction clients under one powerful umbrella for thousands of cause-minded bidders.



cMarket has headquarters in Cambridge, Mass. For more information, visit www.cmarket.com.

About AlwaysOn

ALWAYSON ignited the open-media revolution in early 2003 by being the first media brand to launch a global blog network. In 2004, ALWAYSON continued to lead the media industry in innovation by introducing a social network where members can connect and engage. ALWAYSON is also revolutionizing the media business by applying its open-media principles to its executive event series (STANFORD SUMMIT, ALWAYSON HOLLYWOOD, ALWAYSON MEDIA and GOINGGREEN) and quarterly print "blogozine" by empowering its members to post and share their ideas and meet each other online. As our loyal readers know, ALWAYSON is committed to the free-market, merit-driven approach to reporting and event programming. No other media brand has dared to create such open interaction with its readers and event participants.

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