



**For immediate release 01/11/07**

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## **Kompolt raises over \$9 million for Charity More than \$1 million raised in Q4 2006 alone**

San Luis Obispo, CA, January 11, 2007 – Kompolt, the Cause Marketing Agency that runs charity auctions on eBay, announced a new milestone today: the company has raised over \$9 million for charity in the last five years. Already well known for its celebrity charity auctions – the company has run charity auctions for Jay Leno, Martha Stewart, Warren Buffett and dozens of others – Kompolt also announced today that in the last three months of 2006 alone, the company helped raise over \$1 million for charitable causes around the world. “It’s incredible to see how far we’ve come,” said Jenny Kompolt, Founder and President. Just a few years ago, most charitable fundraising of this type was done offline...now we’re seeing more and more major brands turn to charity auctions to boost their marketing efforts and at the same time support causes that are special to them.”

### **Breaking New Ground**

Kompolt has been the leader in charity auctions for five years, typically running these listings on the eBay platform, and successfully bringing together major brands, celebrities and charities of all sizes. Highlights in Q4 2006:

Bloomingdale’s World Experiences Charity Auction – raising money for AmeriCares through a number of VIP experiences to include Giorgio Armani, Hugo Boss, Ralph Lauren and others.

GRAMMYS and Rolling Stones for MusiCares – Mercedes-Benz 600 Series donated by The Rolling Stones for the MusiCares Hurricane Relief.

Melissa Gilbert for Our Story in support of Children’s Hospice and Palliative Care Coalition – George Clooney, Tom Hanks, Johnny Depp and others all donated personal items and memorabilia.

The peak activity came when Kompolt managed some of the eBay Holiday Dreams Campaign listings. During the holiday season, eight celebrities—including LeAnn Rimes, Drew Brees, and Matthew McConaughey—all helped to restore hope and made holiday dreams come true for families in the Gulf Coast region. “The eBay platform really gave us a leg up when launching these campaigns,” said Kompolt, “We’ve worked hard, but it’s a team effort - we’re also very well supported by our business partners. With



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their integration of MissionFish and eBay Giving Works, eBay has created the perfect environment for these high-profile, high-value charity auctions.” Kompolt added.” All totaled, the Kompolt-managed charity auctions focused on the rebuilding of the gulf coast represented over \$400,000 of the \$577,000 raised during eBay’s Holiday Dreams Campaign.

### **Offering New Services**

In addition to raising more money in a single quarter than at any point in its history, Kompolt continues to expand its service offering for brands, agencies, and non-profits. Kompolt Concierge provides VIP services to the winners of our high-profile experience auctions, such as the Bloomingdale’s sponsored experience to Milan to meet Giorgio Armani. Additionally, Kompolt now provides a consulting service that helps tie charity auctions to existing cause marketing campaigns. “Our customers are looking to us for strategic advice and for help running their cause marketing campaigns.” Said Joey Leslie, Director of Operations at Kompolt, “It isn’t just about charity auctions anymore. Companies want to support the causes that matter to them, and our business is growing with the market”.

### **Kompolt Gets it Right**

Amidst all the activity of Q4 2006, Kompolt still won rave reviews from its clients and partners. “Jenny and her team exceeded our expectations,” said Andy Halliday, CEO of OurStory, the sponsor behind the Melissa Gilbert charity auction for the Children’s Hospice Coalition. “Not only did we surpass our fundraising goals for an important charity, we helped raise our company’s profile as a chronicler of life experiences. The professionalism, thoroughness, and creativity we experienced working with Kompolt sets the standard for the rest of the industry.”

### **About Kompolt**

The original online auction agency, **Kompolt** ([www.kompolt.com](http://www.kompolt.com)) is a marketing agency that concentrates on promoting brands and building brand trust through high-profile, high-value charity auctions. Non-profits, agencies, and top brands turn to **Kompolt** to design, create and manage the eCommerce segments of their Cause Marketing and other promotional campaigns.

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