

NextAid and cMarket Launch

“Bids 4 Beats”

A Unique Online Auction

Presenting Top DJ/Studio Gear To Benefit

African Children Being Left Behind by AIDS

October 23 – November 17, 2006

(LOS ANGELES, CA) – As the popularity of online auctions continues to grow humanitarian organization **NextAid**, with help from **cMarket**, the leading provider of online auctions for non-profit causes, presents one of the most exciting online events for the global electronic music community: “**Bids 4 Beats**.” The DJ-friendly auction hits the World Wide Web at 5:00am (PST) on Monday, October 23 and ends on Friday, November 17, 2006 at 5:00pm (PST). Bidders will undoubtedly include fans as well as producers and artists as they vie for such exclusive packages as **DUAL**’s \$1,980-valued custom handcrafted pro DJ console, software bundles, limited edition items from world famous DJs, season’s passes to popular nightclubs, downloadable music shopping sprees, in-demand hardware, round-trip airfare, valuable studio time, record label goodie-bags and more. The four-week auction will help raise funds for NextAid, which provides sustainable solutions for African children orphaned by AIDS. The lure of the auction is a way to not only fundraise, but to generate awareness for the cause. To view the growing list of items up for grabs, visit www.nextaid.cmarket.com.

The “Bids 4 Beats” auction catalogue, valued at over \$20,000, includes several remarkable items and opportunities, generously donated by leaders of the international dance music community. Renowned DJ **John Digweed** offers a signed, limited edition leather record bag, plus an autographed copy of his *Transitions* CD along with other great swag. Bid to win a seat working side-by-side in a small group-learning environment with Grammy-nominated global house music producer **Chris Lum** of Abitare Music at San Francisco’s Moulton Studios during an upcoming Electronic Music Creation Center workshop. Cutting edge graphic designer **Adam Gibbons** has set the tone for parties all over the world; a lucky winner could have the unique chance to have him design their own customized event flyer.

Incredible DJ and studio gear will be on the auction block as well. High-ticket items include a **Propellerhead** software bundle valued at \$1,145, **Stanton FinalScratch 2.0** valued at \$1,366, and an RP-8 and RP-10S Studio Monitor System from **KRK** priced at \$1,597. Other great items include **Ableton** software (\$798), **Serato Scratch LIVE** (\$725) and R-09 WAVE/MP3 Recorder from **Roland** (\$450). Non music-making items such as a pair of roundtrip tickets from **JetBlue**, a year's supply of **vitaminwater**, personal care products from **Aveda**, CDs from **Ubiquity**, and \$200 gift certificates to **Stompy.com** and **Karmaloop**, will also be available in this distinguished collection. New items are being donated to the cause almost daily.

Companies supporting the promotion of the event include flavorpill, BPM, djmixed.com, fusicology, Green Galactic, Nitevibe, Universal Rhythm, and REMIX Magazine.

Global artists such as **DJ Dan** are proud to vocalize their full support for NextAid, "It is unbelievable how much we take for granted as healthy Americans. When you see the suffering that goes on in South Africa, it makes you realize how fortunate we truly are. If we all get involved to help NextAid in their fight to help the current and future generations, we can all make a huge difference in the fight against the HIV/AIDS epidemic."

NextAid is grateful to a generous private donor, who has offered to match all proceeds from the auction. Proceeds will go towards NextAid's pilot project, the building of an ecological children's village in a poor rural township called Dennilton, two hours Northeast of Johannesburg, South Africa. Information on NextAid's innovative and multi-faceted efforts to fight the spread of AIDS in Africa while providing essential care to children affect by the disease can be found at www.nextaid.org.

cMarket is the leading on-demand, online auction platform solely for organizations engaged in fundraising for non-profit causes. With more than 1,000 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. In the past year they've worked with such charities as the United Way orchestrating auctions with a diverse group of participants including the Red Sox, Matt Damon, George Clooney and the list goes on. For more information please visit www.cmarket.com.

#

For more information or interviews, please contact Lynn Hasty from Green Galactic at 213-840-1201 or lynn@greengalactic.com.