

**uBid.com Expands Express Auctions
– Extended Hours and Larger Product Offering**

Chicago, IL, January 11, 2007 – uBid.com Holdings, Inc. (OTCBB: UBHI), whose uBid, Inc. subsidiary is one of the leading business-to-consumer and business-to-business online auction companies (www.uBid.com), announced today the expansion of its Express Auction platform. The company is extending Express Auction Hours while also increasing the product category offering.

uBid.com's Express auctions will now run 24 hours a day, 7 days a week with all auctions running for 30 minutes. Products up for auction will now include Jewelry, Consumer Electronics, Tools, Home and Garden, Apparel and more! All items will start at \$1.

“Express Auctions is one of the many reasons our customers continue to come back to uBid.com,” said Bob Tomlinson, CEO for uBid.com. “By extending the hours and increasing our product offering, we feel Express Auctions will provide an even greater value to current and future uBid.com customers,” he said.

Express Auctions can be found by clicking on the Express tab at www.ubid.com.

About uBid.com Holdings, Inc.

uBid.com Holdings, Inc. operates an online auction marketplace located at www.uBid.com offering new, close-out, overstock and refurbished merchandise to both consumers and businesses through a trusted auction style and fixed price format. uBid.com provides consumers the opportunity to bid on or buy a wide variety of popular, brand name products at significant discounts. uBid.com's unique platform enables only certified suppliers and manufacturers a more efficient and economical channel for maximizing revenue of their surplus merchandise. Furthermore, uBid.com offers consumers a trusted buying environment, eliminating potential fraud by certifying all its merchants and processing 100% of all merchandise transactions between buyers and sellers. uBid.com Holdings, Inc. is publicly traded on the NASD OTC bulletin board (OTC BB: UBHI).

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