

**uBid.com Bellies-Up to Unique Ad Opportunity  
– Pregnant Fan Goes with Gut Instinct to Select Sponsor**

**CHICAGO - January 31, 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](http://www.uBid.com)), is bellying up to a unique ad opportunity for the Super Bowl

uBid.com will sponsor the ad space available on the belly of pregnant Bears fan Jennifer Gordon, who is offering prime space in exchange for two tickets to the game.

For the tickets, Gordon will display the uBid.com logo on her nearly nine month pregnant belly throughout the day on Sunday, during and after the game.

“uBid is all about innovative and creative ideas and we applaud the spirit in which the advertising space became available, said Robert Tomlinson, CEO of uBid. We are proud to ‘give birth’ so to speak to this fun opportunity and see it as a way to expand our brand recognition via a non-traditional manner.”

Gordon and her husband received more than 200 inquiries about the ad space. After weeding through the offers, they decided on uBid.com.

“I am thrilled and proud to select a Chicago-based company for the sponsor opportunity and am grateful to uBid.com for making my Super Bowl dreams a reality,” says Gordon.

**BEAR BELLY BABY POOL**

Billed as the largest ‘baby pool’ in the country, fans everywhere can log on to [www.uBid.com/bearbelly](http://www.uBid.com/bearbelly) to enter and win a host of prize packages by guessing the exact date, time and weight of baby Gordon’s impending arrival. In addition, Gordon will keep a blog of her Super Bowl adventures and pregnancy to share.

**About uBid.com Holdings, Inc.**

uBid.com Holdings, Inc. operates an online auction marketplace located at [www.uBid.com](http://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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