

‘BEAR BELLY BABY POOL’ GETS FANS BACK IN THE GAME
uBid.com Offers-Up Tickets to Super Bowl XLII for Winner

CHICAGO February 8, 2007 2006 – 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), and sponsor of pregnant Bears fan Jennifer Gordon’s belly at Super Bowl XLI announces the start of a national Baby Pool. The Bear Belly Baby Pool gives fans around the country the opportunity to guess the due date, gender, weight and length of Baby Gordon. Entrants can also chime in on names, with some ‘Bear friendly’ suggested monikers, including Walter and Halas. The Bear Belly Baby Pool is free to enter and fans can participate by logging on to www.ubid.com/bearbelly. “Despite the Bears’ loss, our experience at the Super Bowl was a once in a lifetime adventure,” said Jennifer Gordon. “Of course the most exciting event for us this year will be the birth of our first child and we enjoy viewing all the Baby Pool predictions.” “The tremendous response to uBid’s sponsorship of Jennifer’s Belly inspired us to continue the fun and create the national baby pool,” said Robert Tomlinson, uBid.com CEO.

BACK IN THE GAME—Winner to Get Super Bowl XLII Tickets

The Grand Prize winner who correctly guesses the gender, date, time, weight and length of the baby will receive 2 tickets to Super Bowl XLII in 2008. Other prizes include a Polaroid 42” Plasma, Apple iPod Nanos and uBid.com gift certificates.

Grand Prize (1 winner)—Two tickets to Super Bowl XLII

Runner Up (1 winner)--Polaroid 42” HD Plasma TV

3rd Prize (50 winners)--Apple iPod Nano 2 GB MP3 Player

4th Prize (up to 236 winners)—\$25 uBid.com Gift Certificates

About uBid.com

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.’s common stock is publicly traded on the NASD OTC bulletin board (OTC BB: UBHI).

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