

**“SUPERBOWL BELLY” BABY BORN**  
**uBid.com Announces Baby Pool Winners and Birth Details of Baby Gordon**

**Chicago, IL, March 14, 2007** – uBid.com, one of the largest online auction sites in the U.S., announced today its’ “Bear Belly Baby Pool” contest winners. Jennifer Gordon was the pregnant Bears fan that sparked global interest with the unprecedented “Bear Belly” promotional campaign to acquire tickets to watch her much-loved Bears in SuperBowl XLI.

Chicago-based uBid.com made the Gordons’ dreams come true by sponsoring Jennifer’s 8-month-pregnant belly in exchange for two 50-yard-line seats to watch the Bears take on the Colts.

At the press conference announcing uBid’s SuperBowl package for The Gordons, uBid also announced it would continue the excitement by launching a Bear Belly Baby Pool, giving people the opportunity to win tickets to Super Bowl XLII and other prizes by correctly guessing the new baby’s birth date, birth time, weight, and length.

At 3:07 pm on March 9th, Jennifer and Mitch celebrated the most exciting moment of their lives with the arrival of Pierce Myles Gordon, the baby boy weighed in at 7lbs., 11oz., and measured 20”.

The proud new papa Mitch Gordon exclaimed, “I’m very proud of my wife. She and the baby are doing well and we’re looking forward to our new life as parents. And, yes, the baby is going home in his very own Bears Super Fan attire.” Mitch also said he and Jennifer were pleased that another fan’s Super Bowl dreams would come true next year by winning the uBid contest. “We hope you send us a photo to share with the baby.”

“uBid is thrilled to congratulate Mitch and Jennifer on the birth of their baby,” said Robert Tomlinson, CEO of uBid.com... “It was a great match for us from the beginning and we are truly excited about our customers’ enthusiastic response to Jennifer’s story and our promotion.”

**BEAR BELLY POOL WINNERS**

Billed as the largest ‘Baby Pool’ in the country, more than 1,800 people registered to guess the gender, date, weight, length and birth time.

The lucky winners of the Grand Prize and first prize are:

**Two tickets to Super Bowl XLII. - Guy Gross, Glen Ellen, IL**  
**42” Polaroid Plasma TV - Tony Casrez, San Jose, CA**

**About uBid.com**

uBid.com operates one of the largest online auction sites in the United States offering new, close-out, overstock and refurbished merchandise to both consumers and businesses through a trusted auction style and fixed price format.

The company provides consumers the opportunity to bid on or buy a wide variety of popular, brand name products at significant discounts. Savings are generally 20% to 80% off retail prices. uBid.com also offers items at low fixed prices called "uBuyitnow™"

Founded in 1997, uBid.com re-entered the public markets in 2005. The company's stock is traded on the NASD OTC Bulletin Board under the symbol, UBHI.OB

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