

uBid.com Holdings, Inc. Announces 2,500th Certified Merchant

2,500th Certified Merchant approved to sell on platform

Chicago, IL, April 3, 2007 – uBid.com Holdings, Inc. (OTCBB: UBHI) whose uBid, Inc. subsidiary, located at www.ubid.com, is one of the leading business-to-consumer and business-to-business online marketplaces, announced today that it has approved its 2,500th Seller into the uBid Certified Merchant program.

“This is an important milestone for uBid as we continue to enable only approved Merchants to sell on the uBid.com platform. We continue to search for the best possible product offerings and sellers across the more than 200 product categories that we serve” said Timothy Takesue, President of uBid.com. “In our pursuit to provide trust and security for both buyers and sellers alike, we only certify approximately 33% of all applicants that apply to sell on uBid. Although the screening process may not allow the uBid marketplace to grow as fast as open online marketplaces, the result is a marketplace that all participants can trust. It is our belief that if continued to be managed properly, over time uBid.com could be one of the Internet’s most diverse and thriving marketplaces leading to further opportunities for the Company.”

“uBid.com offers us a unique variable price platform to channel a tremendous value to the uBid customers. Because the platform is not open to just anyone to sell, but is very selective on who it allows to sell, AAM does not have to compete against suspect goods or sellers in the marketplace. This is very important to AAM as a seller because it allows us to manage our supply chain in a manner to maximize sales and inventory turns.” said John House, Chief Executive and President of Always at Market, Inc. a current uBid Certified Merchant.

About uBid.com Holdings, Inc.

uBid.com Holdings, Inc. and subsidiaries (the “Company”) operate a leading on-line business- to-consumer and business-to-business marketplace that enables itself, certified merchants, manufacturers, retailers, distributors and small businesses to offer high quality excess, new, overstock, close-out, refurbished and limited supply brand name merchandise to consumer and business customers primarily located in the United States. Through the Company’s website, located at www.ubid.com, the Company offers merchandise across a wide range of product categories including but not limited to computer products, consumer electronics, apparel, house wares, watches, jewelry, travel, sporting goods, home improvement products and collectibles. The Company’s marketplace employs a combination of auction style and fixed price formats. uBid.com Holdings, Inc. is publicly traded on the NASD OTC bulletin board (UBHI).

SEC Filings and Forward-Looking Statements

Additional information about uBid.com Holdings, Inc. is available in the company's annual report on Form 10- K , filed with the Securities and Exchange Commission. Certain statements made in this release are forward-looking statements. Forward-looking

statements are based on the then-current expectations, beliefs, assumptions, estimates and forecasts about the business of uBid.com Holdings, Inc. and the industries and markets in which uBid.com Holdings, Inc. operates. These statements are not guarantees of future performance and involve risks, uncertainties and assumptions, which are difficult to predict. Therefore, actual outcomes and results may differ materially from what is expressed or implied by these forward-looking statements. Factors which may affect the forward looking statement identified above and uBid.com Holdings, Inc.'s business, financial condition and operating results generally include the effects of adverse changes in the economy, reductions in consumer spending, declines in the financial markets and the industries in which uBid.com Holdings, Inc. and its partners operate, adverse changes affecting the Internet and e-commerce, the ability of uBid.com Holdings, Inc. to develop and maintain relationships with strategic partners and suppliers and the timing of its establishment or extension of its relationships with strategic partners, the ability of uBid.com Holdings, Inc. to timely and successfully develop, maintain and protect its technology and product and service offerings and execute operationally, the ability of uBid.com Holdings, Inc. to attract and retain qualified personnel, the ability of uBid.com Holdings, Inc. to successfully integrate its acquisitions of other businesses, if any, and the performance of acquired businesses. uBid.com Holdings, Inc. expressly disclaims any intent or obligation to update these forward-looking statements, except as otherwise specifically stated by uBid.com Holdings, Inc.

Contact:

Miguel Martinez
uBid.com Holdings, Inc.
Tel: 773-272-5000