

## **uBid.com Holdings, Inc. Appoints Investor Awareness, Inc. for Investor Relations Program**

**CHICAGO, April 24, 2008** – uBid.com Holdings, Inc. (UBHI.OB), the leading asset recovery solutions company for the world’s most trusted brands, today announced it has retained Investor Awareness, Inc. to provide investor relations services, including raising the company’s visibility among members of the financial community.

“This is an exciting time in uBid.com Holdings’ history and we welcome the opportunity to help communicate the company’s story and plans for the future,” said Tony Schor, President of Investor Awareness, Inc. “Under the direction of its Chief Executive Officer, Jeff Hoffman, uBid.com Holdings is developing new business strategies that we will be broadly communicating to the investor community. We look forward to working with Mr. Hoffman, a successful Internet entrepreneur who was a founding member of the Priceline.com executive team and who has had a long and winning track record in the fields of on-line auction, retail, software and entertainment.”

“We selected Investor Awareness as our IR counsel because of their track record in helping position growth companies among investors,” said Jeff Hoffman, CEO, uBid.com Holdings. “With Investor Awareness, we will be able to showcase upcoming plans to take our company to the next level.”

Founded in 1994, Chicago-based Investor Awareness, Inc., a full service investor and media relations consulting firm, provides private and publicly traded companies with customized programs to generate awareness among members of the financial community. Investor Awareness specializes in accelerating growth in the value of small to mid-size companies.

For more information please visit [www.ubid.com](http://www.ubid.com).

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

uBid Holdings, Inc. is the world's leading excess inventory solutions company that links brand name sellers with customers throughout the United States. uBid Holdings, Inc. does this through its multi-channel asset-recovery solution that includes an online auction platform located at [www.ubid.com](http://www.ubid.com), physical facilities liquidation and a business-to-business selling platform. Brand name sellers are able to reduce excess inventory more efficiently and profitably than ever before. And however they choose to buy, shoppers now have an inside connection to the world's most trusted brands at prices far below retail. With more than 10 years experience in online commerce, uBid Holdings, Inc. is headquartered in Chicago, IL.

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 is in the company’s annual report on Form 10-K/A, filed with the Securities and Exchange Commission. Certain statements made in this release are forward-looking statements, including the following statement, “We believe our first quarter performance

bodes well for the future as we focus on driving long term shareholder value, particularly from these levels.” 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.

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