

## **uBid.com Holdings, Inc. Announces New Roster of Communications and Operations Partners**

*Alliances give leading e-commerce company extensive capabilities*

**CHICAGO, April 28, 2008** – uBid.com Holdings, Inc. (UBHI.OB), the leading asset recovery solutions company for the world's most trusted brands, today announced a full roster of communications and operations partners to support its changing business strategy that focuses solely on selling excess inventory from top-brand manufacturers, retailers and distributors. uBid.com Holdings' new direction better positions them to meet the growing demand for a streamlined asset recovery solution and meets consumer demand for name-brand merchandise at low prices.

uBid.com Holdings' Chief Executive Officer Jeff Hoffman explained the connection between today's partnership announcement and the recent uBid.com Holdings' change in business direction. "Our new vision for uBid.com Holdings demands that our internal initiatives are aligned with a very specialized roster of strategic partners. Our new partnerships help us move a great deal closer to both streamlining internal processes and communicating our value-proposition to our buyers and sellers."

From an operational perspective, Microsoft Dynamics AX 4.0 will play a critical role in uBid.com Holdings delivering on its new international shipping strategy as well as more efficiently handling varying vendor commission structures. Choosing Microsoft Dynamics CRM Online allowed uBid.com Holdings to integrate Customer Relationship Management (CRM) functionality with the Microsoft Dynamics AX 4.0 enterprise resource planning (ERP) solution, eliminating the need and processes necessary to maintain two different systems.

Communicating uBid.com Holdings' value to buyers and sellers requires partners with a highly specialized communications skill set. uBid.com Holdings chose Hill & Knowlton to guide their PR and positioning strategy and Los-Angeles-based Spot Runner, a technology-driven advertising services company, for their experience in commercial production and media planning and buying. To reach increasingly savvy online shoppers, uBid.com Holdings has partnered with Atlanta-based AdByNet to optimize their online media planning and buying, along with Orlando, Florida-based Channel Intelligence to optimize their exposure and return on investment in the emerging comparison shopping engine channels. Each of these firms will work closely with uBid.com Holdings to connect consumers to the excess inventory of its sellers, which represent many of the world's most trusted brands.

To engage consumers once they hear the uBid.com Holdings story and visit their online auction web site, located at [www.uBid.com](http://www.uBid.com), uBid.com Holdings has selected Omniture, a leading provider of online business optimization software based in Orem, Utah and Digital Dialogue, an innovative Relevance Marketing agency based in Minneapolis. "Leveraging the intelligence provided by Omniture SiteCatalyst Web analytics, Digital Dialogue will work closely with uBid.com Holdings to learn about and maximize the user experience on uBid.com web site by better understanding how their customers interact with the website while browsing, bidding and buying.

The uBid.com user experience doesn't end when customers leave the website. To make sure the best deals on brand-name excess inventory are only a click away, uBid.com Holdings is working with ExactTarget's suite of on-demand one-to-one marketing applications to send business-critical and event triggered communications to increase sales and strengthen customer relationships. "One of the keys to achieving a sustainable e-commerce business is simply to listen to, understand, then serve your customers. The digital tools and expertise made available to us through Omniture, Digital Dialogue and ExactTarget are going to help uBid.com Holdings continue to move down that path," said Jim Murphy, uBid.com's Director of Customer Acquisition and Retention.

"Each of the companies mentioned in today's announcement will play a critical role in building, communicating and consistently delivering on uBid.com Holdings' value-proposition to its customers; specifically when, where and how it's most relevant to them, which turns out to be good business," said Hoffman.

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 around the globe. 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).

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