

## **uBid.com Holdings, Inc. Announces New uLive Asset-Recovery Sales Channel**

*Asset Recovery Leader Sees Early Success in Offline Venues*

**Chicago, May 6, 2008** – uBid.com Holdings, Inc. (UBHI.OB), the leading asset recovery solutions company for the world's most trusted brands, today announced that offline physical liquidation solutions, or brick and mortar "tent sales" would become a permanent channel in its multi-channel asset-recovery sales model.

After successfully helping its financial partners liquidate the retail facilities of brands like Appliance Electronics Depot, Laminate Store International, and Hollywood Video with offline brick and mortar sales in Florida earlier this year, uBid.com Holdings will make its physical facilities liquidation channel, "uLive", a permanent part of its seller solutions offerings.

Over the past 11 years, uBid.com Holdings, owner of the uBid.com online auction web site located at [www.ubid.com](http://www.ubid.com), has helped its sellers liquidate over \$2 billion in excess inventory. "When you look at the type of merchandise we've historically helped our partners sell online, it tends to be smaller merchandise that's cost-efficient to ship," said uBid.com Holdings Chief Executive Officer, Jeff Hoffman. "But excess inventory comes in all shapes and sizes and when we looked at the logistics of helping both our new and existing sellers liquidate larger items like home appliances, we saw the enormous opportunity we could exploit with a dedicated physical liquidation channel. It offers our sellers the ability to connect to our buyers through a whole new means. That said, it's a natural extension to our existing set of asset-recovery seller solutions."

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).

### **MEDIA CONTACTS:**

uBid.com  
Jim Murphy  
(773) 272-4537  
[jimm@ubid.com](mailto:jimm@ubid.com)