

## **uBid.com Holdings, Inc Announces New Relationships With Several Major Business Partners**

*Top Brand Names To Enhance Visibility Of Asset Recovery Solutions Leader*

**CHICAGO, May 8, 2008** – uBid.com Holdings, Inc. (UBHI.OB), the leading asset recovery solutions company for the world's most trusted brands, today announced a distinguished roster of new business relationships as a result of their changing business strategy.

New business partners include top brands such as Fujitsu, Samsung, Best Buy, Casio, Office Depot, Westinghouse and Sharper Image. These relationships will assist uBid.com Holdings with the implementation of their new strategy. The new relationships will provide added depth to uBid.com Holdings' product mix in several categories, including electronics, cameras, computers and televisions. New partners Samsung, Westinghouse and Fujitsu will be utilizing the newly announced business-to-business solutions channel, in addition to existing channels within the new strategy.

"Our new business partners, along with our new asset recovery channels, have uBid positioned to be as strong as ever moving forward," said uBid.com Holdings Chief Executive Officer, Jeff Hoffman. "Because of the diminished consumer spending power in the current economy, we feel the asset recovery solutions we can offer retail sellers, coupled with our ability to connect them to the value proposition uBid offers to customers, puts us in position to not only do well, but to achieve sustained and substantial growth."

The new strategy of uBid.com Holdings consists of the creation of newly announced channels; a physical liquidation solution, a business to business solution, a software-as-a-service solution, and a fixed price website to accompany the original uBid.com online auction site.

Hoffman went on to say, "We feel uBid is the market leader because of our ability to meet the growing demand for a streamlined multi channel asset recovery solution and meet consumer demand for name-brand merchandise at low prices."

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

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

uBid.com Holdings, Inc. is the world's leading excess inventory solutions company that links brand name sellers with customers around the globe. uBid.com 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.OB).

### **SEC Filings and Forward-Looking Statements**

Additional information about uBid.com is 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" within the meaning of Section 27A of the Securities Act of 1933, as amended, and Section 21E of the Securities Exchange Act of 1934, as amended, including statements using terminology such as "anticipate," "believe," "estimate," "expect," "intend," "may," "could," "possible," "plan," "project," "should," "will," "forecast," and similar words or expressions. uBid.com Holdings, Inc. intends that all forward-looking statements be subject to the safe harbor provisions of the Private Securities Litigation Reform Act. 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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