

## **Enable Holdings, Inc. Announces Its In-House Creative Team Wins Atlanta Interactive Marketing Association Award For “Most Effective Display Advertising Campaign”**

### *Asset Recovery Leader Receives Prestigious Advertising Award*

**Chicago, May 6, 2009** - Enable Holdings, Inc. (ENAB.OB), the leading asset recovery solutions company for the world's most trusted brands, today announced its in-house creative team in collaboration with AdByNet media placement agency has been awarded “Most Effective Display Advertising Campaign of the Year” by the Atlanta Interactive Marketing Association (AiMA) for a display ad campaign for Apple iPods sold on Enable Holdings' online auction sales channel uBid.com.

The Enable Holdings/AdByNet team won the award while being considered among well respected interactive marketing and advertising firms such as Ogilvy, DDBO, and 360i.

“We're honored to be recognized among industry leading agencies and we're absolutely thrilled to be selected by AiMA as their winning campaign,” said David Gardner, Director of Enable Holdings' Web Products & Marketing.

The Atlanta Interactive Marketing Agency Awards recognize the interactive marketing industry's most strategic thinkers and talented designers. These industry leaders were featured at the Awards dinner at Fernbank's IMAX Theater on Thursday, April 30<sup>th</sup> in Atlanta, GA.

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

### **About Enable Holdings, Inc.**

Enable Holdings, Inc. is a leading asset recovery solutions company for the world's most trusted brands. Enable Holdings connects brand names with excess inventory solution needs to customers through its multi-channel asset-recovery solution that includes online auction platform uBid.com, fixed-price online commerce solution RedTag.com, offline excess inventory solution RedTag Live!, business-to-business solution Dibu Trading Corporation, and upcoming private auction software solution Commerce Innovations.

Enable Holdings' comprehensive solution set efficiently matches sellers and buyers through its various commerce solutions. Enable Holdings has helped thousands of businesses sell over \$2 Billion of excess inventory over the past 10 years and has saved consumers hundreds of millions of dollars in the process.

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

Additional information about Enable Holdings, Inc. 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. Enable 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 Enable Holdings, Inc. and the industries and markets in which Enable 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 Enable 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 Enable Holdings, Inc. and its partners operate, adverse changes affecting the Internet and e-commerce, the ability of Enable 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 Enable Holdings, Inc. to timely and successfully develop, maintain and protect its technology and product and service offerings and execute operationally, the ability of Enable Holdings, Inc. to attract and retain qualified personnel, the ability of Enable Holdings, Inc. to successfully integrate its acquisitions of other businesses, if any, and the performance of acquired businesses. Enable Holdings, Inc. expressly disclaims any intent or obligation to update these forward-looking statements, except as otherwise specifically stated by Enable Holdings, Inc.

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