

## **uBid.com Holdings, Inc. Announces Plan To Launch Fixed-Price Commerce Website RedTag.com**

*Asset Recovery Leader will launch new Site August 29, 2008*

**Chicago, July 22, 2008** – uBid.com Holdings, Inc. (UBHI.OB), a leading asset recovery solutions company for the world's most trusted brands, today announced the planned launch of RedTag.com as part of its new business strategy of creating a comprehensive, multi-channel asset recovery solution.

RedTag.com, whose launch is projected for August 29, 2008, will be a fixed price e-commerce website in the uBid.com Holdings, Inc. collection of asset recovery channels. In preparation for the acquiring of assets of RedTag.com, potential fixed price only revenue will be separated from uBid.com Holdings Inc.'s flagship auction site, uBid.com.

"We are delighted to offer a fixed price sales channel to our base of over 7,000 sellers as an additional asset recovery solution," said uBid.com Holdings, Inc. Executive Vice President of Account Management and Seller Solutions Timothy Takesue on the launch of RedTag.com. "And we are elated to offer our consumers a tremendous value on excess inventories, with a money back satisfaction guarantee and a fixed \$1.95 ground shipping rate on the RedTag.com site."

The new fixed price excess inventory solution channel will enable uBid.com Holdings Inc to offer a better overall value proposition to its buyers as well as its sellers.

"Our research indicated that buyers are also looking for brand name deals at a fixed price, in addition to our auction format," explained uBid.com Holdings, Inc.'s Chief Executive Officer Jeff Hoffman. "With the coming launch of RedTag.com, we are enabling ourselves to better serve our customers looking for fixed price deals while providing our sellers with a fixed price asset recovery solution. It's dually beneficial."

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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