

**FOR IMMEDIATE RELEASE:**

## **uBid.com Holdings, Inc. to Announce Second Quarter 2007 Earnings Results**

**Chicago, IL – July 30, 2007** - uBid.com Holdings, Inc. (OTCBB: UBHI) whose uBid, Inc. subsidiary is one of the leading business-to-consumer and business-to-business online marketplaces in the U.S., today reported that it will host a conference call to discuss second quarter 2007 financial results on Tuesday, August 14, 2007 at 4:30 P.M. ET. Hosting the call will be Robert H. Tomlinson Jr., President and Chief Executive Officer, and Miguel Martinez Jr., Vice President Finance. A press release with second quarter 2007 financial results will be issued after the market close that same day.

The conference call can be accessed live over the phone by dialing 1-866-578-5771 or for international callers 1-617-213-8055. A replay will be available one hour after the call and can be accessed by dialing 1-888-286-8010 or 1-617-801-6888 for international callers; the conference ID is 15011243. The replay will be available until August 21, 2007. The call will be webcast live from the Company's website at [www.uBid.com](http://www.uBid.com) under the Investor Relations section.

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

uBid.com Holdings, Inc. operates an online auction marketplace located at [www.uBid.com](http://www.uBid.com) offering new, close-out, overstock and refurbished merchandise to both consumers and businesses through a trusted auction style and fixed price format. uBid.com provides consumers the opportunity to bid on or buy a wide variety of popular, brand name products at significant discounts. uBid.com's unique platform enables only certified suppliers and manufacturers a more efficient and economical channel for maximizing revenue of their surplus merchandise. Furthermore, uBid.com offers consumers a trusted buying environment, eliminating potential fraud by certifying all its merchants and processing 100% of all merchandise transactions between buyers and sellers. uBid.com Holdings, Inc. is publicly traded on the NASD OTC bulletin board (OTCBB: UBHI).

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