

Enable Holdings, Inc. Announces The Launch Of Fixed-Price E-commerce Website RedTag.com

Asset Recovery Leader Launches New Asset Recovery Channel

Chicago, September 2, 2008 - Enable Holdings, Inc. (ENAB.OB), the leading asset recovery solutions company for the world's most trusted brands, today announced it has launched its new website RedTag.com, the fixed-price e-commerce solution in its lineup of excess inventory sales channels, and can be found at www.redtag.com.

The launch offers Enable Holdings' seller partners a fixed-price asset recovery solution for excess inventory, while offering consumers deals on brand name excess inventory merchandise at prices well below retail. RedTag.com offers customers a guaranteed \$1.95 fixed shipping rate per order, as well as complete customer support through its very own, Enable Holdings staffed Customer Care Center.

"Enable Holdings Inc. is excited to offer our retail, manufacturer, distributor and financial institutional clients what is arguably the most comprehensive set of sales channels for asset recovery solutions out there," stated Timothy E. Takesue, Executive Vice President of Account Management and Seller Solutions. "This initial launch of RedTag.com gives clients the ability to sell in a stable fixed price e-commerce setting, and our launch data is initially showing clients utilizing both the fixed price and auction solutions we provide."

RedTag.com was developed with the customer in mind, using the latest technology to deliver the best possible user experience.

"RedTag.com was designed utilizing the Web 2.0 paradigm," said Enable Holdings Vice President of Technology Amy Powers. "New features such as 'Let's Build It Together' enable us to collaborate with our customers. We then take their ideas and implement new features quickly. It's a great vehicle to begin a dialogue with our customers and keep them coming back. Utilizing the Microsoft.Net technology stack allowed us to get the site up in a matter of months, and will help in getting our customers' new ideas into production quickly."

The new RedTag.com, along with uBid.com, give Enable Holdings, Inc. a unique value proposition to offer to both its fixed price and auction-seeking customers.

"Our research has shown that consumers are not only looking for an auction connection to excess inventories, but also at a fixed-price with a low shipping rate and money back guarantee," stated Enable Holdings, Inc. Chief Executive Officer Jeff Hoffman. "With today's launch of RedTag.com, we're in position to

facilitate both.” “We’re delighted to add this new solution to the Enable Holdings family of asset recovery channels.”

For more information please visit www.enableholdings.com.

About Enable Holdings, Inc.

Enable Holdings, Inc. is the world's leading excess inventory solutions company that links brand name sellers with customers around the globe. Enable Holdings, Inc. does this through its multi-channel asset-recovery solution that includes an online auction platform located at www.ubid.com, upcoming fixed-price commerce solution RedTag.com, offline excess inventory solution [Dibu Trading Company](http://RedTag Live!, business-to-business solution <a href=), and upcoming private auction software company Commerce Innovations. 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 a connection to the world's most trusted brands at prices far below retail. Enable Holdings, Inc. boasts more than 10 years experience in online commerce.

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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