

## **Enable Holdings, Inc. Announces uBid.com Hosting The Second Annual Mary Kay A Kiss For Country<sup>SM</sup> Charity Auction**

*Asset Recovery Leader Teams Up With Mary Kay and The Country Music Association to Help End Domestic Violence*

**Chicago, November 11, 2008** - Enable Holdings, Inc. (ENAB.OB), the leading asset recovery solutions company for the world's most trusted brands, today announced its auction platform uBid.com is hosting the charity auction for the second annual Mary Kay A Kiss for Country<sup>SM</sup> philanthropic campaign to raise awareness and help end domestic violence.

This marks uBid.com's second year of participation with the event, as it hosted the inaugural auction last fall.

"We are extremely proud to be partnering again with Mary Kay and the Country Music Association to help put an end to domestic violence," said Enable Holdings, Inc. Chief Executive Officer Jeff Hoffman. "We are very excited to be a part of such a fantastic event and we're glad to be doing our part."

Sixty-three celebrities including Reba McEntire, Laila Ali, LeAnn Rimes, Kellie Pickler, Wynonna and Naomi Judd, America Ferrera, Taylor Swift, Martina McBride, Sara Evans and George Strait, to name a few, provided their kiss prints and autographs so they can be auctioned off to benefit domestic violence prevention. Jewel kicked off the auction by unveiling the plaques Nov. 11 at a ceremony in Nashville, and the auction is currently running on uBid.com.

For more information or to place a bid on a plaque, please visit [www.ubid.com/charity](http://www.ubid.com/charity).

### **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.

**About Mary Kay, Inc.**

Mary Kay Inc., one of the largest direct sellers of skin care and color cosmetics, achieved another year of record results in 2007 with \$2.4 billion in wholesale sales. Mary Kay® products are sold in more than 35 markets worldwide, and the company's global independent sales force exceeds 1.8 million. To learn more about Mary Kay, log on to [www.marykay.com](http://www.marykay.com) or call 1 (800) MARY KAY (627.9529).

**MEDIA CONTACTS:**

Ryan Calverley  
Press Officer  
Enable Holdings, Inc.  
(773) 272-4414  
[Ryan.Calverley@enableholdings.com](mailto:Ryan.Calverley@enableholdings.com)