

uBid.com Teams up with Mary Kay and CMA To Kiss Domestic Violence Goodbye

CHICAGO, November 13, 2007 -- uBid.com, one of the leading business-to-consumer and business-to-business online auction companies (www.uBid.com) has teamed up with Mary Kay, the official beauty sponsor of "The 41st Annual CMA Awards" to launch "A Kiss for Country," a philanthropic campaign dedicated to ending domestic violence.

uBid.com will host more than 30 different online auctions for one-of-a-kind framed kiss prints of Country Music artists like Reba McEntire, Sara Evans, Miranda Lambert, Tanya Tucker, George Strait and Martina McBride. The online auctions for the "kiss card" plaques all have a starting bid of \$55 and run from November 6, 2007 to December 31, 2007. 100% of the proceeds will be donated to the Mary Kay Ash Charitable Foundation to help end domestic violence against women and children.

"uBid.com has a rich history of using our online platform to help charitable organizations both large and small. We're excited that uBid.com can play a role in fighting domestic violence and we're thrilled to donate the use of our platform to Mary Kay," said Jeff Hoffman, uBid.com's Chief Executive.

uBid.com's record donating the use of its platform to help charitable causes includes the Juvenile Diabetes Research Foundation, Cure for Cancer, Make-a-wish Foundation, the John T. Petters Foundation and the Joe Schmit Celebrity Golf Tournament which donated to Big Brothers, Big Sisters of The Greater Twin Cities.

About uBid.com Holdings, Inc.

uBid.com Holdings, Inc. and subsidiaries (the "Company") operate a leading on-line business-to consumer and business-to-business marketplace that enables itself, certified merchants, manufacturers, retailers, distributors and small businesses to offer high quality excess, new, overstock, close-out, refurbished and limited supply brand name merchandise to consumer and business customers primarily located in the United States. Through the Company's website, located at www.ubid.com, the Company offers merchandise across a wide range of product categories including but not limited to computer products, consumer electronics, apparel, housewares, watches, jewelry, travel, sporting goods, home improvement products and collectibles. The Company's marketplace employs a combination of auction style and fixed price formats.

uBid.com Holdings, Inc. is publicly traded on the NASD OTC bulletin board (UBHI).

About the Mary Kay Ash Charitable Foundation

Founded in 1996, the Mary Kay Ash Charitable Foundation supports research dedicated to finding cures for cancers affecting women and programs committed to ending domestic violence. This year, the Foundation awarded \$1.3 million in research grants to a select group of research scientists and the Foundation awarded \$20,000 grants to 150 women's shelters in all 50 states, totaling \$3 million. For more information about the Mary Kay Ash Charitable Foundation, visit www.mkacf.org or call 1-877-MKCARES (652-2737).

About Mary Kay

Mary Kay Inc., one of the largest direct sellers of skin care and color cosmetics in the world, achieved another year of record results in 2006, with \$2.25 billion in wholesale sales. Founded in 1963, the Mary Kay independent sales force today includes more than 1.7 million people in more than 30 markets worldwide. Mary Kay's offerings include more than 200 premium products in five categories: facial skin care, color cosmetics, body care, sun protection and fragrance. To learn more about Mary Kay or to find an Independent Beauty Consultant, visit www.marykay.com or call 1-800-MARY KAY (627-9529).

About the Country Music Association

Founded in 1958, the Country Music Association was the first trade organization formed to promote a type of music. More than 6,000 music industry professionals and companies from around the globe are members of CMA. The organization's objectives are to advance the growth of Country Music around the world and to demonstrate it as a viable medium to advertisers, consumers, and the media through CMA's core initiatives – CMA Music Festival and the CMA Awards.

CONTACT: Jim Murphy
(773) 272-4537