

Enable Holdings to Host Hong Kong Logistics Mission

Asset Recovery Leader Welcomes Hong Kong Business Leaders

Chicago, November 17, 2008 – Enable Holdings, Inc (ENAB.OB), an asset recovery solutions company for some of the world's most trusted brands, today announced it will host the 2008 HKTDC Logistics Sector Trade Mission to the United States.

The Hong Kong Trade Development Council (HKTDC), organizer of the mission, has named Enable Holdings to host the e-commerce facilities tour for the Hong Kong group. The mission program, November 16 to 21, will cover Illinois and California. The 10-member delegation will visit selected facilities in Chicago, including the Enable Holdings warehouse in Naperville, Illinois. An operational briefing and discussion of 3PL (Pick, Pack and Ship) operations for e-commerce has also been arranged.

An international logistics hub, Hong Kong is one of the busiest ports in the world and the leading port of international trade for Chicago. The HKTDC trade mission will spotlight Chicago's role as North America's leading inter-modal transportation hub, while promoting Hong Kong as Asia's premier logistics hub.

"Asset recovery solutions is a growth area in U.S. e-commerce," said Stephen Wong, Regional Director, Americas, HKTDC. "We look forward to learning more about the logistics issues faced by the sector during our program with Enable Holdings."

"We are very pleased that the HKTDC delegation has selected us to host the mission," said Enable Holdings Chief Executive Officer Jeff Hoffman. "It's very encouraging as we implement our global strategy."

For more information please visit www.enableholdings.com

About the HKTDC

Established in 1966, the Hong Kong Trade Development Council (HKTDC) is the international marketing arm for Hong Kong-based traders, manufacturers and service providers. With more than 40 offices worldwide, including 11 in the Chinese mainland and three in the US, the HKTDC promotes Hong Kong as a platform for doing business with China and Asia. The HKTDC also organises trade fairs and business missions to connect companies with opportunities in Hong Kong and the mainland, while providing information via trade publications, research reports and online. For more information, visit www.hktdc.com.

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.

MEDIA CONTACTS:

Ryan Calverley
Press Officer
Enable Holdings, Inc.
(773) 272-4414

Ryan.Calverley@enableholdings.com