

uBid.com Integrates Search Engine Optimization (SEO) Best Practices Into Phased Site Redesign

CHICAGO—December 3, 2007 – uBid.com released the first phase of a three-phase site redesign strategy to take advantage of untapped opportunities in organic search by adopting Search Engine Optimization (SEO) best practices.

As online marketers are forced to deal with an increasingly fragmented media landscape, reaching the right customers at the right time has become a much more daunting task. For that reason online marketers have trained their eyes on search engine marketing, which has emerged as one of the best indicators of online purchase intent.

"uBid.com is in the business of harvesting consumer demand to guide our product offerings. So embracing SEO is a necessary step in our evolution as an online seller-solutions provider," said Jeff Hoffman, uBid.com's Chief Executive.

uBid.com worked with SEO Logic, a division of Mir Internet Marketing, over a four month period to analyze the online searching behavior of its customers and potential customers, focusing specifically on determining market demand by measuring search frequency related to specific product lines. The analysis also determined the competitive landscape in the organic search arena for keyword phrases representing those product lines and identified technical issues which were preventing the uBid.com from ranking highly for desirable keyword phrases when customers and potential customers search online. The results of the analysis were used to create a strategic plan for improving the searchability of the uBid.com Web site for consumers and as a result, its own search-engine rankings.

"Most well-recognized retailers have focused on a media buying (Pay Per Click or PPC) strategy in order to appear in sponsored listings when potential customers search on Google, Yahoo!, MSN, and Ask.com. This strategy results in increasing spending over time and puts a very low ceiling over the total amount of traffic generation possible. The real opportunity is in modifying your Web site so that it naturally wins in search, where 6 out of 7 searchers click." said C. J. Newton, CEO, Mir Internet Marketing.

SEO has garnered increased attention in recent months as marketers start to realize the big payoff they can reap by simply making their existing product catalogs more search-engine friendly.

"This is just the first phase in a series of strategic improvements to the business. Following closely on the heels of the current improvements, we'll be making category-specific modifications that make on-site searches more effective for our customers and at the same give our merchants some visibility into what customers are looking for," said Hoffman.

About uBid.com Holdings, Inc.

uBid.com Holdings, Inc. and subsidiaries 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. 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 SEO Logic

Attracting and engaging Internet users and driving business since 1996, Mir Internet Marketing, Inc., is a full-service Internet marketing agency which provides search engine optimization solutions through its division SEO Logic (www.seologic.com), the exclusive search engine optimization partner of the American Marketing Association and its Web site MarketingPower.com. For more information, visit www.seologic.com.

CONTACT: Jim Murphy
(773) 272-4537