

Enable Holdings, Inc. Announces Release Of Global Excess Inventory Market Report; Reveals Asset Recovery Solutions Play Critical Role in Excess Inventory Management

Emerging \$80B Asset Recovery Market Enhanced in Recessionary Times

Chicago, December 17, 2008 - Enable Holdings, Inc. (ENAB.OB), a leading asset recovery solutions company for the world's most trusted brands, today announced the release of a new report that reveals asset recovery, through liquidation of excess inventory, is quickly becoming a critical component in maintaining profitability in today's stressed retail economy. Estimates for the excess inventory market in the U.S. range from \$60 billion to \$80 billion. *The Global Excess Inventory Market* takes an in-depth look at how increased economic volatility has re-shaped traditional after-market liquidation into a revenue-generating market utilizing asset recovery solutions.

"Asset recovery plays a more important role in today's retail world than ever before," stated Enable Holdings, Inc. CEO Jeff Hoffman. "Retailers now handle a greater volume of merchandise, have shortened product cycles and face more competitive pricing. The combination of these factors has greatly increased the carrying cost of excess inventory. Couple that with a tighter credit market and I think it's fair to say unsold inventory will progressively become a greater threat to profitability going forward."

The report also discusses the sources of change in the liquidation industry over the past decade as the entire retail landscape underwent significant shifts. Strong productivity growth and the U.S.'s import-oriented economy, starting in the early 1990's, have created a retail space that is highly price competitive and consumer-centric.

Consumer spending in the second quarter of 2008 took the sharpest drop in nearly 30 years. In the tighter economic environment, consumers are deal-conscious and price-savvy. They will expect to benefit from lower prices, which will maintain pressure on retail inventory.

Additional findings in *The Global Excess Inventory Market* report discuss;

- Tight credit margins will make hanging onto inventory a greater threat to profitability.
- Growth estimates reveal that all signs point to a U.S. personal computer (PC) market that will remain in need of inventory solutions.
- The retail slump has not fallen equally on all retail sectors – consumers continue to favor PCs and consumer electronics, with flat panel TVs, notebook computers and digital SLR cameras sales showing growth among holiday shoppers.
- Consumers will continue to benefit from lower average selling prices, maintaining pressure on retail inventory.
- The inherent difficulty in predicting ups and downs of retail sales will drive retailers and manufacturers to seek flexible, comprehensive, and integrated inventory solutions.
- A world of tighter margins has led to an increasingly competitive environment.

- Consumers are sharper, savvier, and more demanding.
- Holiday sales will be slightly better than last year (although electronics remains popular).
- Retail sales have dropped for five consecutive months.

“Asset recovery is a rapidly growing industry with no real market leader,” stated Hoffman. “Retailers and manufacturers are looking for a one-stop, comprehensive solution to their asset recovery needs. Our new asset recovery solutions model was created on exactly that premise, and we feel we have the sales channels in place to be the comprehensive, multi-channel asset recovery and excess inventory solutions partner who can provide clients with some of the world’s best cash recovery solutions for their unsold inventory.”

Please click [here](#) to quickly download a copy of the Global Excess Inventory Market Report

For more information please visit www.enableholdings.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 raise additional capital, 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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