

uBid.com Announces 3,500th Certified Merchant

CHICAGO, December 19, 2007 – uBid.com, one of the leading business-to-consumer and business-to-business online auction companies (www.uBid.com) announced today the acceptance of its 3500th partner into its uBid Certified Merchant (UCM) Program, which makes uBid.com one of the largest trusted platforms for purchasing brand-name liquidated merchandise on the internet.

uBid's Certified Merchant Program, which gives qualified online merchants access to uBid.com's six million plus customers in an online auction format, is also noted for its strict vendor screening process. To protect buyers and sellers from the rampant fraud plaguing other e-commerce sites, uBid rejects approximately 67% of all seller applicants who do not pass uBid's stringent 10-point vendor qualification process.

"The trust our customers place in uBid is of paramount importance to us and we work diligently every day to preserve that trust. Carefully screening our selling partners is just one of the many ways uBid earns that trust. The fact that we can announce 3,500 qualified selling partners speaks volumes as to the value we're providing to both our buyers and sellers looking to conduct business in a fraud-free marketplace," said Tim Takesue, EVP Account Management & Seller Solutions.

uBid's Certified Merchant Program has been growing at a steady pace, announcing its 2500th Certified Merchant only eight months ago in April 2007.

"Our UCM solution, which is only one of our seven proprietary seller solutions, will continue to be a key growth driver for uBid.com in 2008 as we assess and fill new product categories and add to our already robust set of online seller tools," said Jeff Hoffman, uBid.com's Chief Executive Officer.

About uBid.com

uBid.com operates 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 brand-name new, excess, refurbished and limited supply merchandise to consumer and business customers primarily located in the United States. 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).

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