

## **uBid.com Holdings, Inc. Renames Holding Company “Enable Holdings, Inc.”, Launches Enable Holdings.com**

*Asset Recovery Leader Continues Restructuring To Facilitate New Strategy*

**Chicago, August 15, 2008** –uBid.com Holdings, Inc. (UBHI.OB), the leading asset recovery solutions company for the world’s most trusted brands, today announced it has renamed itself Enable Holdings, Inc. as part of its ongoing restructuring process. As of the opening of trading on August 13, 2008, Enable Holdings is trading under new ticker symbol ENAB.OB on the NASDAQ OTC bulletin board. As it continues to implement its new business strategy of a comprehensive, multi-channel asset recovery and inventory solutions company, Enable Holdings will serve as the holding company to five sales channels; auction Web site uBid.com, fixed-price Web site RedTag.com, business-to-business trading division Dibu Trading Corporation, offline excess inventory solution RedTag Live!, and private auction software company Commerce Innovations. For more information on Enable Holdings’ sales channels and corporate structure, please visit [www.enableholdings.com](http://www.enableholdings.com) .

“Our new corporate structure enables us to better serve our selling partners and consumers because we’re now able to place more focus on the optimization and growth of each of our five sales channels as separate entities,” said Enable Holdings Chief Executive Officer Jeff Hoffman. “Each sales channel represents an integral piece of our new strategy to deliver a comprehensive, multi-channel asset recovery solution to our selling partners while allowing our savvy, price conscious customers to purchase excess inventory through a variety of mediums.”

Each of Enable Holdings’ five sales channels will have individualized revenue structures and separate financial reports in an effort to maximize each channel for significant future growth. The Company expects all aspects of the new business model will be fully implemented by the end of 2008 or early 2009, and that results of restructuring will start having a more profound impact on the Company and its results of operations at that time.

“With our restructuring nearly complete and our new strategic plan coming to fruition, we are now ready to become the industry leader as a comprehensive, multi-channel asset recovery and inventory solutions provider,” said Hoffman. “We’re extremely excited to be moving forward with our vision of the new Enable Holdings.”

For more information please visit [www.enableholdings.com](http://www.enableholdings.com)

**About Enable Holdings, Inc.**

Enable Holdings, Inc. is the world's leading excess inventory solutions company that links brand name sellers with customers around the globe. Enable Holdings, Inc. does this through its multi-channel asset-recovery solution that includes an online auction platform located at [www.ubid.com](http://www.ubid.com), upcoming fixed-price commerce solution RedTag.com, offline excess inventory solution RedTag Live!, business-to-business solution Dibu Trading Company, and upcoming private auction software company Commerce Innovations. Brand name sellers are able to reduce excess inventory more efficiently and profitably than ever before. And however they choose to buy, shoppers now have an inside connection to the world's most trusted brands at prices far below retail. Enable Holdings, Inc. boasts more than 10 years experience in online commerce and is headquartered in Chicago, Illinois.

### **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.

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