

Hong Kong Logistics Mission Targets Chicago

uBid.com Holdings to Host Hong Kong Business Leaders in November

CHICAGO, IL August 7, 2008 – uBid.com Holdings, Inc (UBHI.OB), a leading asset recovery solutions company, today announced that 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 uBid.com Holdings, Inc. 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 uBid warehouse in Naperville, Illinois. An operational briefing and discussion of 3PL (Pick, Pack and Ship) operations for e-commerce has also been arranged.

The November trade mission will spotlight Chicago's role as North America's leading inter-modal transportation hub, while promoting Hong Kong's role as Asia's premier logistics hub.

"Asset recovery solutions is a growth area in the U.S. e-commerce space, said Richard Tam, HKTDC Director, Chicago office. "We look forward to learning more about the logistics issues and challenges faced by the sector during our program with uBid."

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

For more information please visit www.ubid.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 uBid.com Holdings, Inc.

uBid.com Holdings, Inc. is the world's leading excess inventory solutions company that links brand name sellers with customers around the globe. uBid.com Holdings, Inc. does this through its multi-channel asset-recovery solution that includes an online auction platform located at www.ubid.com, physical facilities liquidation and a business-to-business selling platform. 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. With more than 10 years experience in online commerce, uBid Holdings, Inc. is headquartered in Chicago, IL.

uBid.com Holdings, Inc. is publicly-traded on the NASD OTC bulletin board (UBHI.OB).

SEC Filings and Forward-Looking Statements

Additional information about uBid.com 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. uBid.com 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 uBid.com Holdings, Inc. and the industries and markets in which uBid.com 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 uBid.com 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

uBid.com Holdings, Inc. and its partners operate, adverse changes affecting the Internet and e-commerce, the ability of uBid.com 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 uBid.com Holdings, Inc. to timely and successfully develop, maintain and protect its technology and product and service offerings and execute operationally, the ability of uBid.com Holdings, Inc. to attract and retain qualified personnel, the ability of uBid.com Holdings, Inc. to successfully integrate its acquisitions of other businesses, if any, and the performance of acquired businesses. uBid.com Holdings, Inc. expressly disclaims any intent or obligation to update these forward-looking statements, except as otherwise specifically stated by uBid.com Holdings, Inc.

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