

Chicago, September 29, 2009 - Enable Holdings, Inc., (ENAB.OB), the leading asset recovery solutions company for the world's most trusted brands, today announced the addition of a compelling free recycling trade-in program that offers consumers a simple way to receive cash for their unwanted technology or, if there is no value, to recycle it in an environmentally friendly manner.

The Enable Holdings TradeUps program is a service provided to uBid.com consumers through a joint partnership with Market Velocity Inc. This free recycling program aims to reduce the amount of consumer electronics in landfills by refurbishing technology for re-use or by safely recycling unwanted goods.

Through this free recycling trade in program, consumers can receive cash back for their unwanted PCs, monitors, digital cameras, digital picture frames, MP3s, PDAs (personal digital assistants) and smart-phones of any brand. If there is no value, consumers can responsibly recycle their products for free. Consumers simply pay for shipping.

This is a practical solution that makes it easy for consumers to go green," said Jeff Hoffman, CEO. "Enable Holdings is providing a convenient way for consumers to responsibly recycle electronics through the uBid.com Trade-In and Recycling program. This is another example of companies working together to reduce the environmental impact of products that no longer have a useful purpose."

"Market Velocity has been providing Trade-in and Recycle Programs for nine years to Fortune 100 IT manufacturers and is pleased to be expanding the program to include Enable Holdings' uBid.com TradeUps Program," said Mark Eigenbauer, president, Market Velocity.

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 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.

About Market Velocity, Inc.

Market Velocity, Inc., the leading provider of turn-key, web-enabled free recycling, asset recovery, trade-in, and donation solutions for Fortune 1000 and consumer electronics manufacturers, and a wholly owned subsidiary of Mediagrif Interactive Technologies Inc. (TSX: MDF - News), makes it simple for technology companies, distributors and resellers to drive new sales and increase market share with creatively packaged, online equipment upgrade programs. Market Velocity's clients are able to attract new buyers with exciting trade-in promotions while offering existing customers compelling, instant trade-in values for previous purchases through Market Velocity's vast network of remarketers. Customized trade-in sites are integrated with in-depth services and customer support to manage every aspect of trade-in programs, from promotion design through payments processing and extensive market data analysis. End users have multiple equipment disposal options including donations and free recycling programs that meet the industry's highest

standards for safety and privacy. Visit www.marketvelocity.com to learn more about the industry's only full-service, web-based solution for trade-in programs and launch your upgrade campaign today.