

uBid Hires IR Service to Raise Visibility on Wall Street

By Ina Steiner
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uBid.com Holdings announced it has retained Investor Awareness Inc. to provide investor relations services, including raising the company's visibility among members of the financial community. Investor Awareness specializes in accelerating growth in the value of small to mid-size companies.

uBid.com Holdings CEO Jeff Hoffman said, "With Investor Awareness, we will be able to showcase upcoming plans to take our company to the next level."

President of Investor Awareness Tony Schor said, "Under the direction of its Chief Executive Officer, Jeff Hoffman, uBid.com Holdings is developing new business strategies that we will be broadly communicating to the investor community. We look forward to working with Mr. Hoffman, a successful Internet entrepreneur who was a founding member of the Priceline.com executive team and who has had a long and winning track record in the fields of on-line auction, retail, software and entertainment."

uBid also announced last week an outline of its new business strategy that focuses on excess inventory markets.

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