

uBid.com to Focus on Excess Inventory Markets

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uBid.com Holdings Inc., which operates the auction sites uBid.com and Bidville.com, announced a new business strategy focused solely on liquidating excess inventories for top-brand manufacturers. uBid.com Holdings said it would augment its existing auction platform with four new channels, including one that lets third-party companies utilize uBid technology to launch their own auction sites. The uSaaS channel will enable "trusted partners" to create their own charity-based or private, invitation-only auctions.

The uBuy channel, which will have its own website, focuses on fixed-price listings, and the uBiz channel will focus B2B wholesale listings.

The uLive channel will help retail outlets liquidate their inventory through offline brick-and-mortar sales, with or without an Internet component to the sales.

uBid.com Holdings Inc. CEO Jeffrey Hoffman said, "With the uncertain near-term outlook on the economy, uBid.com Holdings is better positioned than ever to take advantage of the growing multi-billion dollar liquidation industry. Our strong relationships with manufacturers, distributors and retailers on the asset recovery side allow us to help them liquidate their excess inventory and to offer today's price-sensitive consumer great deals on excess inventory from top brands. With this new strategy, we are streamlining our internal processes to better assist our selling partners and we are making significant changes to our product focus."

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