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On Friday, December 18, 1998, Creative Computers closed at \$28.875 per share and Ubid's closing share price was \$53.125.

On Monday, December 21, 1998, Creative Computers closed at \$35.375 per share and Ubid's closing share price was \$84.125.

On Tuesday, December 22, 1998, Creative Computers closed at \$46.9219 per share and Ubid's closing share price was \$134.50.

On Wednesday, December 23, 1998, Creative Computers closed at \$59.6875 per share and Ubid's closing share price was \$188.00.

Professors Mark Mitchell, Todd Pulvino and Erik Stafford prepared this case. This case was developed from published sources. HBS cases are developed solely as the basis for class discussion. Cases are not intended to serve as endorsements, sources of primary data, or illustrations of effective or ineffective management.

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