



MARK MITCHELL

TODD PULVINO

ERIK STAFFORD

Strategic Capital Management, LLC (B)

After the market closed on June 7, 1999, exactly as planned six months prior at the time of Ubid's IPO, Creative Computers distributed 7.32 million Ubid shares to its shareholders. Creative Computers shareholders received 0.715 Ubid shares for each share of Creative Computers that they owned. Just prior to the distribution, Creative Computer's stock was trading at \$32.625 and Ubid's stock was trading at \$34.

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.

Copyright © 2001 President and Fellows of Harvard College. To order copies or request permission to reproduce materials, call 1-800-545-7685, write Harvard Business School Publishing, Boston, MA 02163, or go to <http://www.hbsp.harvard.edu>. No part of this publication may be reproduced, stored in a retrieval system, used in a spreadsheet, or transmitted in any form or by any means—electronic, mechanical, photocopying, recording, or otherwise—without the permission of Harvard Business School.