

Liquidation Channel (LC), a leading source of affordable rare and exotic gemstones, jewelry, and lifestyle products announces its Tanzanite Smackdown going on this, Saturday, May 18<sup>th</sup>.

The LC's Tanzanite Smackdown is back! This is an exciting event featuring the most sought after and prized Tanzanite gemstones at unbelievable prices. This show will feature some of the highest quality stones in a variety of cuts, settings, and designs you are sure to love. Gerald Tempton, President, says, **"We pride ourselves on being able to bring top grade Tanzanite at outstanding values to our customers. We are able to do this because we are a sightholder of TanzaniteOne, which controls the largest legitimate source of Tanzanite in the world. We are truly bringing values directly from the source, eliminating middle men and their mark-ups."** As a premier source of Tanzanite, the LC is able to continue to bring you Exceptional Quality, Exquisite Designs, and Outstanding Values. Stay tuned all day this Saturday, May 18<sup>th</sup> for this Smackdown event!

Headquartered in Austin, TX, Liquidation Channel, is a multi-channel retailer with a 24/7 Home Shopping Channel and website offering online catalog, live television stream and \$1 Rising Auctions. With a more than 80 million household reach, Liquidation Channel is one of the fastest growing jewelry and lifestyle retail businesses in the US.

About Liquidation Channel: Liquidation Channel (<http://www.liquidationchannel.com>) is a global leader in direct sales of colored stones, diamonds, precious metals, and a variety of luxury goods and innovative products. Through a precisely and fully integrated system, the Liquidation Channel specializes in delivering Exceptional Quality, Exquisite Designs, and Outstanding Value, while providing a low-price guarantee on each of its products. The store's unique jewelry is available online at LiquidationChannel.com and on DirecTV Channel 75 and 226, Dish Network Channel 274, Verizon FIOS Channel 152, ROKU and local cable channels.