

Liquidation Channel Press Release

For Immediate Release

Nov. 13, 2013

Summary: The Diamond Smackdown is BACK at the Liquidation Channel going on all day Saturday, December 14th.

Liquidation Channel (LC) Is Excited to Announce the Last Smackdown of the Year

Dec. 13, 2013 – The Liquidation Channel (LC) is delighted to announce the return of its Diamond Smackdown just in time for the holidays. The Diamond Smackdown has continuously been voted one of the most anticipated events of the year by LC customers, and will feature an entire day of amazing deals on dazzling diamond jewelry.

This highly anticipated 27-hour, coast-to-coast Diamond Smackdown event begins Friday, Dec. 13th at 11 p.m. (CST) and ends Sunday, Dec. 15th at 2 a.m. (CST); it will be LC's last Smackdown of the year.

President, Gerald Tempton, says, "This is our last Diamond Smackdown event of the year and we want to make it extra special for the holiday season. We will be showcasing our best diamond jewelry collection – including brands such as, Tacori, Natalie K, Versace, and SimonG - at unbelievable prices that you will not want to miss!"

The Diamond Smackdown will also feature special guest appearances from some of your favorite LC team members who will be bringing big offers and deals of their own. This is a great way to finish off your Christmas shopping. Let LC help you sparkle this holiday season.

Stay tuned to <http://www.liquidationchannel.com/> or www.facebook.com/shoplctv for more information on updates for specials and deals.

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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, AT&T U-Verse 399 and 1399 (HD), and local cable channels.