

Liquidation Channel Press Release

For Immediate Release

Jan. 31, 2013

Summary: The Liquidation Channel (LC) announces the Happy Hearts Jewelry Event and the first Diamond Smackdown of the year.

Liquidation Channel Kicks-Off the Happy Hearts Jewelry Event with Its First Smackdown of the Year

Jan. 31, 2014 – With Valentine’s Day just around the corner, the Liquidation Channel (LC) is excited to announce the return of the Happy Hearts Jewelry Event, starting this Saturday, February 1st, with the first Diamond Smackdown of the year, and ending on Friday, February 14th.

The Happy Hearts Jewelry Event will feature two full weeks of incredible savings on hundreds of great gift ideas, and markdowns up to 80% off on LC’s finest jewelry items and accessories. The event will be filled with daily specials, hot new arrivals, special deals on countless gemstones, jewelry and lifestyle products, and exclusive on-line offers that are guaranteed to help customers find the perfect gift for that special someone.

Kicking off this Valentine’s event will be the 24 hour Diamond Smackdown, starting on Saturday, February 1st from 12 a.m. to 11:59 p.m. CST. The event will be the first Smackdown of the year and will feature dazzling diamonds and hot new arrivals all at unbelievable Smackdown prices.

LC president, Gerald Tempton says, “We are kicking off this two week event with the first Diamond Smackdown of the year, because nothing says I love you like the gift of jewelry from your LC Family.”

The Happy Hearts Jewelry Event will also be showcasing the perfect stones for this season of love, stones such as: Royal Rubies, Amethyst, Pink Sapphire, Swarovski Zirconia, Umba River Zircon, Anahi Ametrine, and Jade.

For more information on updates and specials, stay tuned to <http://www.liquidationchannel.com/> or www.facebook.com/shoplctv.

For More Information Contact:

Carolina Sandoval

Marketing Specialist

512- 901-0621

carolina.sandoval@liquidationchannel.com

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

Our Happy Hearts Jewelry Event is BACK! Spoil your loved ones with unique #gemstones and #diamonds! #LCINSIDER