

Liquidation Channel Press Release

For Immediate Release

August 20, 2014

Summary: The Liquidation Channel announces their first ever Emerald Smackdown.

LC announces the first Emerald Smackdown event in company history

The Liquidation Channel is thrilled to announce the first ever Emerald Smackdown in company history. The event starting on Saturday, August 23 from 9 a.m. to 12 a.m. will feature one of the most beautiful and sought after gemstones in the world.

The 15-hour event will showcase some of the most stunning Zambian, Columbian, and Brazilian emeralds on the market. Kagem Zambian emeralds are known for their deep rich green color, while Boyoca Columbian emeralds are famous for their quality and clarity. These are among the most sought after emeralds on Earth, and the Liquidation Channel is presenting these gemstones at prices never before seen.

“The LC is one of the few gemstone companies in the world that gets invited to the Zambian closed group auction for emeralds, so our buyers make sure to buy nothing but the best quality emeralds,” said LC General Merchandising Manager, Ankur Sogani.

Emeralds are fascinating gemstones and are considered one of the few ancient beauties. This precious gemstone is the green variety of the mineral beryl and is the most famous and favored green gemstone in the world. Top quality, fine emeralds are even more valuable than some diamonds.

“We have brought this event exclusively for LC customers,” said LC President, Gerald Tempton. “They have long been asking for an Emerald Smackdown, and we are finally able to do it. Our mission is to bring customer satisfaction and continually offer Exceptional Quality, Exquisite Designs and Outstanding Value.”

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

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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 channel'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.

Don't miss LC's first ever Emerald Smackdown this Saturday, August 23rd. #LCINSIDER