



## VAIBHAV GLOBAL LIMITED

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### *Liquidation Channel rebranded as Shop LC*

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**Austin, Texas, January 20, 2017**

Vaibhav Global's wholly owned subsidiary Liquidation Channel (LC), an interactive, omnichannel retailer focused on the jewelry, beauty, fashion, home decor and lifestyle categories, was rebranded as Shop LC.

Over the years, the Company has evolved to include a range of lifestyle products in addition to its existing fashion jewelry & accessories offerings, a superior shopping experience targeting a wider audience.



Shop LC now features handbags and fashion accessories, healthcare and beauty essentials, the latest in cooking and kitchen supplies as well as luxurious, comfortable bedding and bath products for the whole family.

"The rebrand to Shop LC is about evolution," said Kevin Lyons, president of Shop LC. "The company is clearly expanding its offerings, and Shop LC is a name that accurately reflects our current business model and wide-ranging merchandise offerings. We're finding more ways to deliver joy."

The Company has an aggressive business strategy going forward which includes further expanding non-jewelry sales, diversifying the merchandise mix and expanding market share in the value-oriented retail industry. In addition to the name change, Shop LC is designing new broadcast studios, updating television and website content graphics and expanding its corporate headquarters.

*"Shop LC personifies low cost, high quality products and we've claimed that space within the digital television shopping industry,"* said Lyons.



**Shop LC featured at Times Square on Jan 10<sup>th</sup> 2017 for 24 hours as part of its rebranding effort**

### **About Vaibhav Global Limited**

Vaibhav Global Limited (VGL) is an electronic retailer of discounted fashion jewelry and lifestyle products in the US and UK with direct access to over 112 million households (FTE) through its TV home shopping networks – Liquidation Channel in the US and The Jewellery Channel in UK and Republic of Ireland. VGL’s TV channels reach customers directly 24x7 on all the major cable, satellite and DTH platforms – Dish TV, DirecTV, Comcast, Verizon Fios, Time Warner, AT&T, Sky, Virgin, Freeview, Freesat etc. The Company’s e-commerce websites in the US [www.shoplc.com](http://www.shoplc.com) and UK [www.tjc.co.uk](http://www.tjc.co.uk) complement TV coverage and diversify customer engagement.

## **About Shop LC (formerly Liquidation Channel):**

Headquartered in Austin, Texas, Shop LC (formerly Liquidation Channel), is a wholly owned subsidiary of Vaibhav Global Ltd. (VGL), a vertically integrated company with global sourcing and manufacturing capabilities. Shop LC is a value-conscious, interactive retailer focused on the fine jewelry, beauty, fashion, home decor and lifestyle product categories. Established in 2007, Shop LC reaches approximately 80 million U.S. households via high-definition programming offered live 24 hours a day, seven days a week, 365 days a year. For more information visit [shoplc.com](http://shoplc.com) and download the interactive app on iTunes, Google Play or many other streaming devices or televisions.

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