

**Headline:**

Liquidation Channel (LC) announces the return of its Diamond Smackdown.

**Summary:**

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

**Press Release:**

Start your autumn off right with LC's Diamond Smackdown. Voted one of the most anticipated events by LC customers, this show will feature an entire day of amazing deals on dazzling diamond jewelry. President, Gerald Tempton, says, "We will showcase a wide array of diamond jewelry, designs and cuts at unheard of prices. This will be an exciting smackdown event you will not want to miss!" This show 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. Tune in this Saturday, September 14<sup>th</sup> for 24 hours of BIG savings during LC's Diamond Smackdown.

Headquartered in Austin, TX, Liquidation Channel (LC) is a leading source of affordable rare and exotic gemstones, jewelry, and lifestyle products. As a multi-channel retailer, LC offers live broadcasting on a 24/7 Home Shopping Channel and a thriving 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](http://LiquidationChannel.com) and on DirecTV Channel 75 and 226, Dish Network Channel 274, Verizon FIOS Channel 159, ROKU and local cable channels.