

# Liquidation Channel Press Release

For Immediate Release

September 10, 2014

## **LC announces first ever Diamonds Always sales event**

AUSTIN, Texas, Sept. 10, 2014 – Start your autumn off right with the LC's first ever Diamonds Always sales event. This all-day event will take place on Saturday, Sept. 13 and runs from midnight until 11:59 p.m. CT.

This exclusive diamond show will feature an entire day of amazing deals on dazzling diamond jewelry, including our best quality Canary Star diamonds and the premiere of our Amore diamond collection. The Diamonds Always event will also be showcasing brand new designs, a wide arrange of colorful diamonds with an incredible clarity, and some of LC's most luxurious collections.

LC President Gerald Tempton says, "Diamonds have ALWAYS been a favorite worldwide. The LC will showcase a wide array of diamond jewelry, designs and cuts at never-before-seen prices. This will be an exciting diamond event that you should be sure to tune it to watch."

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

Always Valuable! Always Desired! Always in Style! Don't miss out on our Diamonds Always event this Saturday!