



## **goWholesale Launches First Pay-Per-Call Advertising Solution for the Wholesale Industry**

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WASHINGTON--(BUSINESS WIRE)--March 6, 2006--goWholesale, a division of Liquidity Services, Inc. (Nasdaq: LQDT - News), today announced the launch of its new "pay-per-call" advertising services on its wholesale portal and vertical search engine, [www.goWholesale.com](http://www.goWholesale.com). As the first pay-per-call service specific to the wholesale industry, goWholesale is providing advertisers with another opportunity to generate qualified sales leads in addition to pay-per-click and online advertising offerings. The new offering enables goWholesale to provide a more complete solution for advertisers to connect with a highly targeted wholesale buyer audience in an effective and efficient manner.

Pay-per-call advertisers on goWholesale are each assigned a dedicated toll-free telephone number. When a searcher clicks on a pay-per-call search listing, a company profile page is displayed that includes details such as wholesale products sold, business hours, ordering and shipping information and the company logo. The advertiser is only charged a flat-fee for each phone call that is received on the toll-free line.

The service also enables wholesale companies that do not have an online presence to expand their market reach by connecting with professional wholesale buyers that search online. The Kelsey Group reports that incoming calls convert to sales 45% of the time and expects the pay-per-call market to grow from \$60 million in 2006 to \$3.7 billion by 2010.

"For the wholesale industry having an online presence is critical in acquiring new business customers. Research from Enquiro Search Solutions shows that 64% of business searchers use search engines to find products and services, which creates a huge opportunity for wholesalers to acquire customers online," said Asad Haroon, General Manager of goWholesale. "Our pay-per-call advertising solution now allows a broader number of wholesale advertisers to leverage the high concentration of wholesale buyer online searches across the goWholesale network."

About Liquidity Services, Inc.

Liquidity Services, Inc. and its subsidiaries enable corporations and government agencies to market and sell wholesale, surplus and salvage assets quickly and conveniently using innovative online auction marketplaces, business-to-business product sales and marketing expertise, and value-added logistics and fulfillment services. The company is based in Washington, D.C. and employs 350 people. Additional information can be found at: [www.liquidityservicesinc.com](http://www.liquidityservicesinc.com).

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