



## Liquidity Services, Inc. Selected by Hallmark Cards, Inc. as Sales Channel for Surplus Assets

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### Bidding opens August 12 for variety of printing, embossing, stamping, packaging and plant support equipment

WASHINGTON, July 30, 2013 /PRNewswire/ -- Liquidity Services, Inc. a global provider of surplus asset management, auction, and valuation services, has been selected by Hallmark Cards, Inc. to conduct an online auction for equipment no longer needed in Hallmark's daily operations. The assets consist mostly of commercial printing, plant support, packaging, material handling and office equipment from Hallmark's greeting card manufacturing facilities in Topeka and Lawrence, KS, and Kansas City, MO, USA. Interested buyers will have the opportunity to bid on 300 items via Liquidity Services' online marketplace [www.Go-Dove.com](http://www.Go-Dove.com).

"Liquidity Services has a proven track record when it comes to surplus-asset services in the manufacturing, printing and packaging industry," said Damon Lewis representative at Hallmark. "We are confident that in leveraging Liquidity Services' experience and infrastructure, Hallmark will be able to support our goal of maximized investment recovery for our assets."

Bidding for the items opens on Monday, August 12 at 12am ET at Liquidity Services' online marketplace [www.Go-Dove.com](http://www.Go-Dove.com). Please visit the auction webpage for more details and to sign up for the event at <http://www.go-dove.com/en/event-17979>.

"This auction presents a great opportunity for printing businesses, large and small, or anyone in the paper-packaging industry to leverage our secondary equipment marketplace to acquire quality equipment directly from one of the most recognized greeting card organizations in the world," said Mike Livatino, Senior Vice President of Sales for Liquidity Services' marketplace GoIndustry DoveBid. "We are pleased to be able to provide Hallmark with a transparent asset disposition process, which combines proven auction methods with proprietary technology to deliver superior results."

Below is a partial list of items that will be available for sale:

- Printing
- Die Cutting
- Cutting
- Embossing/Stamping
- Packaging
- Printing Support
- Machine Shop
- Plant Support
- Material Handling
- Office Furniture

Liquidity Services' GoIndustry DoveBid marketplace allows professional buyers to acquire quality used industrial manufacturing and plant support equipment from any location around the globe. Bidders can evaluate available equipment from an online platform and then purchase assets via the regularly scheduled industry marketplace auction from top companies like Hallmark. The GoIndustry DoveBid marketplace [www.Go-Dove.com](http://www.Go-Dove.com) provides buyers a safe, easy and secure purchasing experience, which includes buyer support services, logistics and multiple payment methods.

#### **About Liquidity Services, Inc.**

Liquidity Services, Inc. (NASDAQ: LQDT) provides leading corporations, public sector agencies, and buying customers the world's most transparent, innovative, and effective online marketplaces and integrated services for surplus assets. On behalf of its clients, Liquidity Services has completed the sale of over \$3.6 billion of surplus, returned, and end-of-life assets in over 500 product categories, including consumer goods, capital assets, and industrial equipment. The company is based in Washington, D.C. and has approximately 1,400 employees. Additional information can be found at: <http://www.liquidityservicesinc.com>.

SOURCE Liquidity Services, Inc.

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