

Liquidation Channel Press Release

For Immediate Release

Summary: The Liquidation Channel debuts a new resource that will help all jewelry shoppers.

LC's new Education Center is set to be an informative resource for all jewelry shoppers

The Liquidation Channel (LC) launched a new Education Center on their website that is going to be a key resource for all jewelry shoppers and collectors.

LC's Education Center is a place for customers to develop their understanding about their favorite jewelry pieces and gemstones. This resource is intended to let customers know exactly what they are buying.

"The Education Center is such a great tool for customers to have," LC Host Becky Booker says. "Now all jewelry lovers have a reliable resource they can turn to when shopping for jewelry."

The LC considers their new Education Center to be an essential part of their business. As a global leader in the direct sales of rare and exotic gemstones, diamonds, precious metals, luxury goods and a variety of lifestyle products and accessories, the LC's mission is to not only provide customers with the best quality products at the lowest price guaranteed, but also to help them make informed decisions in their purchase making process.

The Education Center provides a wealth of information, from gemstone attributes to tips and tricks on how to style each jewelry piece. Please see below for the full list of categories:

- **Gemstone Properties and Compositions**
- **How Gemstones are Ranked**
- **Jewelry Settings**
- **Jewelry Care**
- **Gemstone Enhancements & Treatments**
- **How to Style Jewelry**
- **Birthstones**
- **A Guide to Metals**
- **LC Brands**
- **Jewelry & Gemstone Basics**

"We are incredibly proud that we can bring this tool to our customers," LC President Gerald Tempton says. "We developed the Education Center because we believe that arming our customers with knowledge is a key element to fulfilling LC's promise of 'Exceptional Quality, Exquisite Designs, and Outstanding Value.'"

Access LC's Education Center by visiting <http://www.liquidationchannel.com/pages/education-home.html>.

For More Information Contact:

Carolina Sandoval

Marketing Specialist

512-901-0621

carolina.sandoval@liquidationchannel.com

About Liquidation Channel: Liquidation Channel (<http://www.liquidationchannel.com>) is an Omni-channel business comprised of a home shopping TV network, an ecommerce business, and an outside sales/wholesale segment. It is a global leader in direct sales of colored stones, diamonds, precious metals, and a variety of luxury goods and innovative products. LC 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 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.

Now all jewelry lovers have a reliable source when shopping for jewelry! Check out LC's new Education Center!