

Liquidation Channel Press Release

For Immediate Release

July 1, 2014

Summary: July is ruby month and the LC is celebrating by showcasing their best rubies.

The LC is set to Feature Their Best Firecracker Red Rubies In July

The ruby is the official birthstone of July and LC is excited to announce that they will be showcasing their best ruby collection all month long starting with their Royal Rubies TV event, beginning on Wednesday, July 2 from 12 p.m. to 8 p.m. CT.

For thousands of years, the ruby has been considered one of the most valuable gemstones on Earth. It has everything a precious stone should have starting with magnificent color, excellent hardness and outstanding brilliance. It is also considered one of the rarest gemstones on Earth, which is why the LC is happy to be bringing customers this stunning gemstone all month long at a fraction of the cost.

Ruby is the red variety of the mineral corundum, of which sapphire is also a variety of the mineral. However, only red corundum is entitled to be called ruby, all other colors are classified as sapphires. The close relationship between the ruby and the sapphire has only been known since the beginning of the 19th century. The Ruby is also one of the hardest minerals on Earth, scoring a nine of the Mohs Scale, it is second only to diamonds.

LC General Merchandising Manager, Ankur Sogani, says, "Rubies are among the most popular and highly sought after gemstones in the world, which is why we are thrilled to bring this dazzling gemstone to customers at an outstanding value. We will be showcasing gorgeous ruby jewelry all month long that customers will not want to miss!"

To get in all these amazing ruby deals or for more information simply visit www.Liquidationchannel.com or 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 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.

There's no place like LC for adding #ruby to your #jewelry collection! #LCINSIDER