

Liquidation Channel Press Release

For Immediate Release

May 22, 2014

Summary: The Liquidation Channel will donate \$1 of every transaction made on Memorial Day to Snowball Express

The LC Will Donate \$1 of Every Purchase Made on Memorial Day to Snowball Express

The Liquidation Channel (LC) is overjoyed to announce that on Memorial Day, May 26th, \$1 of every transaction made on that day will be donated to Snowball Express. This special Memorial Day event will start on Monday, May 26th at 12:00 a.m. and end at 11: 59 p.m. CT. LC has committed to donating a minimum of \$20,000.

Snowball Express is a nonprofit organization that raises awareness and funds for programs that benefit the children of America's fallen military heroes since 9/11. Snowball Express has been dedicated to remembering those fallen heroes who will never return to their families, and honors all of the sacrifices that their families have made. Their mission is to provide hope and happy memories to the children of military fallen heroes who have died on active duty since 9/11.

Earlier this spring, Highland Capital Management announced that they would match donations made to Snowball Express up to \$1 million through Memorial Day, May 26, 2016. That means that every dollar donated by LC will have double the impact for Snowball Express.

"We're thrilled the Liquidation Channel is making such a generous donation. As we reach the end of the challenge period, we're hoping to meet the \$1 million mark, which, due to Highland's generosity, could provide our organization with \$2 million to support even more Gold Star kids across the country," said Francis Kern, Executive Director of Snowball Express. "We thank the network for helping us reach our goal."

James Dondero, Co-Founder and President of Highland, created the challenge after hearing the story of Myles Eckert, an eight-year-old boy from Ohio who found a \$20 bill and gave it to a uniformed member of the Ohio Air National Guard because the Eckert family believes in paying it forward.

"When we heard about Snowball Express's mission to serve the children of our fallen military service members, we knew we wanted to help," said LC's President, Gerald Tempton. "We believe supporting the families of our fallen military heroes is very important. We hope this Memorial Day our family members will partake in this special fundraiser for Snowball Express."

Join your LC family on Memorial Day, May 26th to support the children of our nation's fallen military heroes. For more information please visit <http://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 store'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.