



Liquidity Services Opens Auction for Manufacturing Equipment on Behalf of Hallmark Cards, Inc.

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Bidding open for disposable cups and plates, napkin printing/folding, and packaging and support equipment

WASHINGTON--(BUSINESS WIRE)--Feb. 17, 2015-- Liquidity Services, Inc. a global solution provider in the reverse supply chain with the world's largest marketplace for business surplus, has been selected by Hallmark Cards, Inc. to conduct a private treaty event for equipment considered surplus to ongoing operations for Hallmark. The assets consist mostly of industrial manufacturing equipment from Hallmark's existing Party Supply Manufacturing division at their facility in Leavenworth, Kansas, USA. Interested buyers will have the opportunity to bid on approximately 100 assets via Liquidity Services' online marketplace www.Go-Dove.com.

"Liquidity Services has demonstrated a record of success in delivering maximum results for surplus sales," said Damon Lewis, representative at Hallmark. "We have confidence we will achieve our goals for recovery on these surplus manufacturing assets by leveraging the expertise of the Liquidity Services team and its established, online marketplaces."

Bidding for the items has opened at Liquidity Services' online marketplace www.Go-Dove.com. Please visit the auction webpage for more details and to bid on specific assets at <http://www.go-dove.com/en/events?cmd=details&event=501355>.

"The sale of this particular surplus is an easy and affordable way for companies to acquire quality equipment to manufacture party supplies – such as plates, cups, napkins, and more – and companies can inquire immediately about these assets," said Mike Besecker, Senior Vice President of Global Sales for Liquidity Services' Capital Assets Group. "We are glad to continue this successful partnership with Hallmark for more than five years, returning working capital to the business in a sustainable, compliant way that maximizes their total supply chain value."

Below is a partial list of items available for sale:

- (6) Peerless Plate Forming & Packaging Lines
- (2) Paper Machinery Corp. Cup Forming & Packaging Lines
- 1994 Cerruti Laminator
- (3) 2000 & 1999 Servo-Tec Flexographic Printing/Folding Presses (currently set up for napkins but can be used for other printing applications)
- 30+ Sets of Plate Forming Dies (non-trademarked)

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.

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 \$5.4 billion of surplus assets in over 500 product categories, including consumer goods, capital assets, and industrial equipment. The company is headquartered in Washington, D.C. with global locations across the Americas, Europe, and Asia. Additional information can be found at: <http://www.liquidityservices.com>.

Source: Liquidity Services, Inc.

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