



Liquidity Services, Inc. Announces Appointment of Ben Hanna as Vice President, Marketing Strategy and Communications

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Hanna Brings Expertise Building Leading Online Marketplace Brands and Customer Engagement to Liquidity Services, Inc.

WASHINGTON, Sep 21, 2010 (BUSINESS WIRE) --

Liquidity Services, Inc. (NASDAQ:LQDT), which provides business and government clients and buying customers transparent, innovative and effective online marketplaces and integrated services for surplus assets, is pleased to announce the appointment of Ben Hanna as Vice President, Marketing Strategy and Communications. Mr. Hanna will serve as a member of LSI's executive management team and will report to Bill Angrick, LSI's Chairman and CEO.

Mr. Hanna will be responsible for leading the Company's marketing strategy, research and communications activities to support the brand vision and growth objectives of LSI and to leverage cross-company collaboration opportunities. Mr. Hanna will partner with LSI's senior management team and marketing leads to further scale and grow the Company's online marketplaces by developing effective branding, segmentation and engagement initiatives with buyers and clients in the retail supply chain, corporate capital assets and government markets. Mr. Hanna will also oversee LSI's public relations and investor relations activities.

Mr. Hanna brings to LSI over 14 years of experience building leading online B2B brands for companies such as eBay, Business.com and IronPlanet through market research and segmentation, supply/demand generation and brand strategy and positioning. As Senior Manager of eBay Business, Mr. Hanna was responsible for building eBay's US Business and Industrial segment to over \$1 billion of annual GMV. Most recently, as Vice President of Marketing - Interactive for Dex One Corporation, Mr. Hanna established Business.com / Dex One as a B2B social media leader and led online marketing, demand generation, brand strategy and communications programs that led to a 5x increase in revenue over a three year period.

"We are very pleased to have Ben join LSI's executive management team," said Mr. Angrick. "His experience as a top executive and marketing strategist building leading online brands with business customers will bring a valuable perspective to LSI. Ben's past experience engaging audiences on both the buyer and seller side of online marketplaces will be beneficial to LSI as we expand our e-commerce marketplace solution in the US and abroad."

"I am excited to join LSI and a team that has built a strong foundation with high integrity and customer value and that is poised to scale the business across multiple large, untapped markets," stated Mr. Hanna. "I look forward to working with the entire LSI team to leverage our collective knowledge and capabilities to seize the many growth opportunities available to us."

Mr. Hanna is a recognized thought leader on reaching and engaging buyers and sellers online and serves on the board of a leading B2B online marketing firm and is a member of the Internet Advertising Bureau Research Committee. Mr. Hanna earned a Ph.D. in Business from the Stanford University Graduate School of Business and holds a Bachelor of Arts degree in Psychology from the University of Michigan.

About Liquidity Services, Inc. (LQDT)

Liquidity Services, Inc. (NASDAQ:LQDT) and its subsidiaries enable retailers, industrial corporations and government agencies to market and sell surplus assets quickly and conveniently using online marketplaces and value-added services. The company is based in Washington, D.C. and has approximately 700 employees. Additional information can be found at: www.liquidityservicesinc.com.



SOURCE: Liquidity Services, Inc.

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