



goWholesale Announces New Online Banner Advertising Program to Connect Wholesale Suppliers and Buyers; Summer Kick-off Promotion Offers Special Rate for Advertisers

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WASHINGTON--(BUSINESS WIRE)--Aug. 14, 2006--goWholesale, a division of Liquidity Services, Inc. (NASDAQ:LQDT), today announced it has introduced an innovative banner advertising program on its wholesale portal and vertical search engine, www.goWholesale.com.

The program offers a variety of customized banner options that maximize buyer interest in brands, products and services offered by wholesale and small business advertisers. Enhanced visual design offers rich media, flash and animated banner options to attract buyer attention. Advertisers can elect to design their own ad or utilize goWholesale's creative team to design ads of all sizes to target wholesale buyers and sellers.

In addition, goWholesale now offers multiple banner placements on every page of its site to help advertisers generate higher visibility and increase competitive advantage. Advertisers can select tailored distribution channels by 16 major categories, or a campaign can run across the entire goWholesale network of sites that attracts over three million searches per month for wholesale products and small business services.

"The click-through and effectiveness rates of our banner campaigns are three to four times higher than the industry average. We are able to deliver superior results by working closely with advertisers to identify their advertising goals and by leveraging our highly targeted audience of wholesale buyers," said Sandra Churchin, Director of Marketing & Partnership Programs for goWholesale. "The new program captures the best tactics for banner advertising and packages them into a program that offers personalized, flexible and price effective options for our advertisers."

The new banner features are designed to complement goWholesale's Pay-Per-Click (PPC) advertising services. While PPC ads are delivered as a result of demand-driven keyword searches, banner ads appear throughout the site to create interest and demand in a product. The combination of services helps drive advertiser sales across multiple categories from clothing accessories to electronics or business services.

goWholesale's summer kick-off promotion allows new advertisers to join the network of informed wholesale buyers and sellers at special rates. More information on this offer can be found at <http://www.gowholesale.com/advertise/banner.html>.

About Liquidity Services, Inc. (LQDT)

Liquidity Services, Inc. (NASDAQ:LQDT) and its subsidiaries enable corporations and government agencies to market and sell surplus assets and wholesale goods quickly and conveniently using online auction marketplaces and value-added services. The company is based in Washington, D.C. and has 350 employees. Additional information can be found at: www.liquidityservicesinc.com.

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