



## News Release

For Immediate Release

### **Liquidation World Announces Re-Branding of Four Stores in Ontario**

**BRANTFORD**, Ontario, August 9, 2010 - Liquidation World Inc. (**LQW – TSX, “LW”**) is pleased to announce the Grand Re-Openings of four of its legacy Liquidation World locations to rebranded “LW – Everybody’s Outlet Stores”. The Company has now converted fifteen of its existing legacy stores into the new “LW – Everybody’s Outlet Store” format as well as opening seven new stores across Canada.

Each of these newly re-opened, Ontario-based stores, located in Bolton, Cobourg, Kingston, and Welland, have been expanded and completely transformed from an old Liquidation World into a new LW. The new store format offers customers a unique treasure hunt shopping experience of brand name fashion, furniture, home décor, sporting goods, linens, toys, hardware, grocery and more all at deep discount prices.

“These stores are more evidence of our conversion strategy at work”, commented Seth Marks, President and CEO of Liquidation World. “The significant capital injection we announced today will allow us to accelerate our conversion strategy significantly as well as provide the ability to evaluate new locations for ‘LW – Everybody’s Outlet Stores’ in attractive markets across Canada. We are also committed to ensuring that each of our stores performs to certain pre-defined expectation levels. We will be evaluating poor performing legacy stores where these levels are not met and acting accordingly”, said Marks.

The Company announced the closing of its Fort Saskatchewan, Sask. store as of July 31, 2010 as part of its mandate to eliminate poor performing locations, where possible. Also, the Company was not able to arrange acceptable lease terms at its Richmond, B.C. location resulting in the closure of this location as at July 31, 2010. The company is actively seeking a replacement site in the Richmond area.

“We look forward to entering into the fall and winter seasons with a compelling, new choice for Canadian shoppers to consider and will be working hard on both conversions and expansions, as well as marketing the stores more directly to consumers through various media initiatives, over the next several months”, Marks said.

### **Forward-Looking Statements**

This release includes forward-looking statements and potential future circumstances and developments. Forward-looking statements regarding future performance are subject to risks and uncertainties, and actual results may differ materially. Due to fluctuations in gross margins and expenses, an increase in revenue and improvement in performance does not directly correlate to an increase in net earnings.

## **About Liquidation World**

Liquidation World liquidates consumer merchandise through 89 stores in Canada and one in the United States. The Company solves asset recovery problems in a professional manner for the financial services industry, insurance companies, manufacturers, wholesalers and other organizations. Liquidation World is based in Brantford, Ontario. The Company opened its first store in Calgary, Alberta in 1986 and today, with more than 1,500 employees, is Canada's largest liquidator.

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