



News Release

For Immediate Release

Liquidation World Announces Opening of its Newest Store in Barrie, Ontario and welcomes Jeff Weinman to its executive team as VP, Real Estate

BRANTFORD, Ontario, April 13, 2010 - Liquidation World Inc. (**LQW – TSX, “LW”**) is pleased to announce the opening of another of its new concept, outlet stores in Barrie, Ontario and welcomes Jeff Weinman to LQW as VP Real Estate.

Mr. Weinman comes to Liquidation World with over 20 years experience in corporate real estate with three National chains. Most recently, he managed the growth of Burger King Restaurants of Canada, where his leadership provided the strategic marketing and business development required to grow revenue and expand Burger King’s Canadian market share. Over a 14 year period, Mr. Weinman successfully managed site evaluation, negotiation and construction of over 130 locations across the country as well as leading teams responsible for the rationalization and structuring of existing leases. Mr. Weinman is well known and respected within the retail real estate industry for building strong strategic partnerships and alliances.

“Jeff was instrumental in spearheading the growth of Burger King Canada and managing their significant lease portfolio. His skillset is an exact fit for LW’s growth strategy and his expertise and network in the real estate community in Canada will be of major value to us,” commented Seth Marks, President and CEO of Liquidation World Inc. “We look forward to announcing more store openings like Barrie in the future through Jeff’s initiative,” Marks said.

The Barrie LW outlet, ideally located at 535 Bayfield St., was officially opened on April 8, 2010. The store employs approximately 25 full and part-time associates and offers customers over 30,000 sq ft. of brand name closeout products from around the world at prices never seen before.

“Our new modernized treasure hunt format “LW – Everybody’s Outlet Store” locations best reflect the future of our business,” said Marks. “The new and renovated stores have set the bar for our entire chain. Our LW locations continue to demonstrate that when you combine world famous brand name merchandise, extreme value and energetic and enthusiastic associates, you create a truly unique treasure hunt shopping experience. LW is a proud and deeply rooted Canadian company and we are very excited to unveil our new modernized treasure hunt format and retail experience to the Barrie market.”

To help kick off the grand opening celebration, Walter Gretzky, Canada’s greatest hockey dad and Olympic torch bearer was on hand to sign autographs, meet with customers and preside over the official ribbon cutting ceremony.



The Liquidation World senior management team accompanied by Walter Gretzky at the Barrie opening on April 8, 2010

In addition to its new LW store in Barrie, Liquidation World has recently opened seven “LW – Everybody’s Outlet Store” locations in Mississauga, London, Brampton, Aurora, Keswick, Niagara Falls and Whitehorse. Of these seven locations, two – Mississauga and London -- are Liquidation World stores that were renovated and rebranded “LW – Everybody’s Outlet Store” and five were new locations. The Company is planning to renovate and rebrand three existing Liquidation World stores each month through the balance of the 2010 fiscal year. The Company is also planning to open two new “LW – Everybody’s Outlet Store” locations during the second half of fiscal 2010.

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 does not directly correlate to an increase in net earnings.

About Liquidation World

Liquidation World liquidates consumer merchandise through 89 stores in Canada. 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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