



## Advertisers Increase Customer Acquisition with goWholesale's 1-2-3 Wholesale Leads

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### Pay Per Phone Lead Advertising Solution Generates Significant ROI Through Wholesale Vertical Search Engine [www.goWholesale.Com](http://www.goWholesale.Com)

WASHINGTON, Jan 22, 2007 (BUSINESS WIRE) -- Advertisers seeking to attract qualified wholesale buyer leads are reaping the rewards of goWholesale's newly re-launched 1-2-3 Wholesale Leads telephone lead generation advertising service. goWholesale, a division of Liquidity Services, Inc. (NASDAQ:LQDT), is an online portal and vertical search engine for wholesale product sourcing and information exchange. The 1-2-3 Wholesale Leads telephone lead generation solution provides a resource for companies without websites, or those wanting to supplement online advertising campaigns, to target business buyers seeking a wide range of wholesale products and business services. Current advertisers report significant Return of Investment (ROI) from ad campaigns using 1-2-3 Wholesale Leads because it allows for sales teams to up-sell, cross-sell, overcome objections, and build ongoing relationships with a highly targeted buyer base for only \$5 per phone lead.

"Out of 5 calls that are generated per day from 1-2-3 Wholesale Leads, I'll close two or three today and one tomorrow. We have very strong products and an energetic sales force at The Fashion Depot and the extra calls that are generated by 1-2-3 Wholesale Leads are on target," said Mel Stranger, Owner of [www.TheFashionDepot.com](http://www.TheFashionDepot.com). "Callers are interested business owners who are educated about the quality urban wear we sell. I only wish other call solutions were this effective."

Aaron Rome, Owner of [www.WholesaleGemShop.com](http://www.WholesaleGemShop.com), reported, "In just a matter of days the goWholesale 1-2-3 Wholesale Leads program has generated high quality, niche-oriented, customer contacts. I am confident the program will provide conversion rates comparable with leading lead generation programs at a similar cost per customer."

goWholesale provides a free online profile, phone support and up to \$200 in free advertising consulting services for advertisers using 1-2-3 Wholesale Leads. Advertisers work with an account manager to identify the best categories to attract new B2B customers from the millions of searchers on the goWholesale Network.

The goWholesale Network caters to retail and e-commerce business owners as well as auction sellers who are evaluating the purchase of wholesale products and business services. 1-2-3 Wholesale Leads expands goWholesale's portfolio of advertising services that connect advertisers with these professional wholesale and small business buyers.

"1-2-3 Wholesale Leads adds a direct buyer-to-seller connection through incoming phone leads from goWholesale.com. Establishing personal contact with buyers often results in more closed sales than other forms of advertising," said Sandra Churchin, Vice President of Sales and Marketing for goWholesale. "Additionally, there are a large number of wholesalers who don't have an online presence and our offering allows them a chance to tap into the vast and growing market of online buyers."

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 over 500 employees. Additional information can be found at: [www.liquidityservicesinc.com](http://www.liquidityservicesinc.com).

SOURCE: goWholesale

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