



















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Hilco and Superbid Brazil Launch HilcoBid® LLC
March 08th, 2011 - 08:00 am ET by Business Wire

New Joint Venture Provides Online Surplus Capital Asset Management, Valuation and Disposition Services to Large Corporations, Underpinned by Best-In-Class Technology Former GoIndustry DoveBid Executives John Ward and Brian Lee to Lead International Business Development Effort.

Hilco Trading, LLC, a world leader in capital asset disposition services, and São Paulo, Brazil-based Superbid, South America's leading industrial auction group, today announced the launch of **HilcoBid® LLC** [www.hilcobid.com], a joint venture company focused on online surplus capital asset redeployment, valuation and disposition programs for large national and multi-national corporations.

"The launch of HilcoBid and the opening of additional offices in China, Hong Kong and Southeast Asia early in 2011 advance our strategic goal of becoming the premier global industrial asset management services provider to the world's largest companies," said Jeffrey B. Heckman, Chairman and CEO of Hilco Trading.

John Ward and Brian Lee, formerly senior executives with London-headquartered GoIndustry DoveBid PLC (*LSE: GOIL*), have joined HilcoBid as executive vice presidents. Ward and Lee will lead international business development and relationship management for HilcoBid.

"HilcoBid combines the strengths of Hilco's global industrial asset disposition platform and capital with Superbid's world-class technology to address the under-served needs of Global 2000 corporations for a fully-integrated, online, industrial asset management service," Ward said. "Our relationship-driven platform is highly competitive in a marketplace that to-date has been largely transaction-focused. HilcoBid will provide the world's largest companies, which have diverse locations and complex capital asset management needs, with the expert senior-level management they need."

Brian Lee added, "We can assume as much responsibility for the capital asset management deployment, valuation and disposition process as our clients require, from being a fully-outsourced partner/provider to managing specific steps as an adjunct to the client's internal staff. That's what makes HilcoBid the best option for companies with a regular flow of surplus assets."

The HilcoBid asset management system was built on Superbid technology, which has established itself as the first-choice for Global 2000 corporate asset managers in Brazil, Argentina, Chile and other South American countries. Annually, Superbid conducts in excess of 1,000 auctions.

The HilcoBid auction platform can host hundreds of secure asset redeployment extranet sites simultaneously, each capable of showcasing an unlimited number of

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