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Hilco and Superbid Brazil Launch HilcoBid® LLC

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

NORTHBROOK, Ill.--(BUSINESS WIRE)--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: GOI.L), 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."

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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 assets. Online auctions are conducted on a platform that ensures buyers and sellers from around the world can interact with complete trust and openness in an easy-to-use, highly reliable electronic marketplace. HilcoBid is unique in its ability to provide a virtual platform that is:

- **User-Driven:** Clients can personally manage their surplus assets on a single platform, from redeployment through disposition.
- **Transparent:** Precludes the use of computer-aided bidding systems to gain a last-second competitive advantage. When a bid is received within minutes of the auction's closing time, the system automatically extends the auction close time to permit responses from other bidders – creating a level playing field and increasing recovery amounts for sellers.

- **User-Friendly:** Provides easy to set-up accounts and auction registration; a robust e-mail based notification system; and an "auditorium" screen, which allows buyers and sellers to monitor up to 15 asset lots in an auction at one time.
- **Secure:** The system has the most advanced available security and a maximum cryptography level (AES-256 of 256 bits).

Superbid Brazil CEO, Rodrigo Santoro, said, "Hilco*Bid* affords corporate asset managers highly-advanced technology in an easily learned, easy-to-use, fully-transparent auction platform that will save time and improve the redeployment process while generating higher recovery values for assets being auctioned."

Regularly, throughout the annual business cycle, companies around the world need to liquidate surplus capital assets such as machinery, equipment, vehicles, real estate, raw materials and finished goods inventories. Assets can range in values from one hundred dollars to more than a million dollars. Product includes anything from spectrum analyzers to corporate aircraft. Hilco*Bid* enables a company to quickly and seamlessly manage its internal redeployment and disposition processes, and generate comprehensive reports on all transaction activity.

The launch of Hilco*Bid* broadens the scope of Hilco's disposition capabilities, already considered to be the world's largest platform selling all classes of industrial assets. Hilco*Bid* joins Hilco Industrial, LLC, Hilco Industrial Europe, Hilco Assets Sales Canada, Hilco Acetec Mexico and Superbid Brazil in providing on-site, webcast and online auctions as well as sealed bid sales and private treaty/negotiated sales. In 2010, Hilco disposed of nearly \$1 billion of industrial assets involving nearly 2000 auctions which cleared more than 80 million square feet of industrial real estate. Assets sold include production machinery, equipment and inventory for companies in sectors such as transportation, including automotive, food processing, pharmaceutical, electronics, construction and mining, forestry products, power generation and aviation/aerospace.

About Hilco Trading, LLC

Hilco [www.hilcotrading.com] is a closely-held, diversified financial and operational services firm. Its principal competency is understanding and monetizing the value of business assets, including retail, consumer and industrial inventory, machinery and equipment, real estate, accounts receivable and intellectual property. Through an integrated platform of more than 20 business units, Hilco helps companies and their professional advisors derive the maximum value for said assets through appraisals, asset disposition and acquisition services, private equity investments, advisory and consulting services. Hilco serves retailers, wholesalers, distributors and manufacturers, directly and through their lenders, investors and advisors, which can include private equity firms, hedge funds, investment banks, law firms, turnaround professionals, accounting professionals, bankruptcy trustees and receivers.

About Superbid Brazil

Founded in 1999 in São Paulo, Brazil, Superbid [www.superbid.net] specializes in the valuation and sale of capital assets through simultaneous on-site and online auctions. The company optimizes value recovery by offering customers risk assessment services, identifying and developing niche marketing strategies to reach potential online buyers, and conducting international sales through a unique online auction platform. Superbid serves more than 300 repeat customers, mostly large Brazilian and multinational companies, such as Votorantim Group, Volkswagen, Rhodia, Inbev, Vale, Pirelli, Nestlé, Dow Chemicals, Alcoa, KLabin, Yara Fertilizers, Holcim, Braskem, Xerox, Delphi, Lafarge, Renault, Louis Dreyfus Group, Siemens, Bosch, Hayes Lemmerz, ADM, Coca Cola and Invista. More than 150,000 active buyers regularly use the Superbid site. In 2007, Superbid began expanding outside of Brazil with subsidiaries in Argentina, Chile and other South American countries.

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