



GoIndustry DoveBid and Hilco Industrial to Conduct Live and Webcast Auction for Solo Cup Company

OWINGS MILLS, MD, June 10, 2011 – GoIndustry DoveBid (LSE: GOI), a leading provider of asset management services, in conjunction with Hilco Industrial, LLC, announced today that it will conduct a first in a series of three live and webcast auctions of surplus assets, due to the consolidation of operations of Solo Cup Company, including: Single-Use Food Service Products Manufacturing Equipment.

The live and webcast auction will be conducted over the Internet at GoIndustry DoveBid's Website and onsite in Springfield, Missouri USA on June 16th, beginning at 9:00 AM Central Daylight Time. This auction features a huge offering of Foam and Plastics Extrusion, Ancillary Plastics, Plastics Recycling, Packaging, Printing, Toolroom, Plant Support and More. A preview of the assets will take place in Springfield, Missouri USA on Wednesday, June 15th, 2011 from 9:00 AM to 4:00 PM Central Daylight Time or by appointment.

Detailed preview information, asset catalog, and bidding instructions are available at www.Go-Dove.com.

For a complete list of our upcoming auctions and equipment asset catalogs with photos, please visit GoIndustry DoveBid's Website at www.Go-Dove.com

About GoIndustry DoveBid

GoIndustry DoveBid is the global leader in asset management, auction and valuation services relating to industrial equipment. Combining asset, industry and market intelligence with e-commerce technology, the company services multi-national corporations, financial institutions, insolvency practitioners, used equipment dealers and asset-based lenders throughout the world.

GoIndustry DoveBid approaches the market with three distinct advantages. The first is significant global reach to provide these services wherever they are needed. The second is most of GoIndustry DoveBid's business is online, making it more efficient and convenient for both buyers and sellers whether it's for a single piece of equipment or a whole production line. The third is unsurpassed knowledge of the market across multiple industry sectors. Since 2000, GoIndustry DoveBid has collected information gathered from auctions all over the world and leverages this rich data on a daily basis through accurate valuations and appraisals for the benefit of all its customers. For further information, please visit www.go-dove.com.

About Hilco Industrial

An international leader in webcast, on-site, and online machinery and equipment disposition services, Hilco Industrial [www.hilcoind.com] designs, implements and manages state-of-the-art sales and marketing programs to achieve maximum returns. Core competencies include understanding the true marketable value of industrial assets and the know-how to sell them at the maximum recoverable value, in the shortest possible timeframe with minimal expense. Hilco auctioneers, appraisers, liquidators and consultants have an average of 30 years experience. They have conducted well over 4,500 sales events in helping companies unlock the hidden value in their underutilized assets around the world. Hilco Industrial is a unit of The Hilco Organization [www.hilcotrading.com], a world leader in the valuation, acquisition, disposition and specialized debt and equity financing of business assets, and includes Hilco Industrial Online, Hilco Industrial Europe, Hilco Assets Sales Canada, and Hilco Acetec Mexico.

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