



GREAT AMERICAN GROUP®

Great American Group(R)* to Webcast Public Auction Sale of Beechmont Press Equipment and Real Estate

WOODLAND HILLS, CA, July 29, 2010 -- Great American Group, Inc. (OTCBB: GAMR), a leading provider of asset disposition, valuation and appraisal services, today announced that it will conduct a disposition of the production machinery and real property of Louisville, Kentucky-based Beechmont Press. Great American Group will be conducting the public auction live, on-site, Thursday, August 5, 2010, in a traditional outcry sale platform with a concurrent internet webcast allowing for dynamic, competitive, online bidding.

The public auction will feature a selection of HEIDELBERG and HARRIS printing presses, MULLER-MARTINI bindery machines, image preparation equipment, support and general plant items, and vehicles, in addition to the Louisville-area real properties.

The real estate offerings consist of a Bunsen Way facility featuring approximately 45,000 square feet of industrial space coupled with approximately 9,000 square feet of offices. A secondary facility on Cargo Court features approximately 17,000 square feet of industrial/office space.

"We are very pleased to have been selected to conduct this important disposition," commented Mark Weitz, President of Great American Group's Wholesale and Industrial Services division. "This auction offers printing and bindery firms a chance to acquire some very nice production capacity at what may represent significant savings over brand new equipment, while the real estate offers a fantastic opportunity to investors or those seeking to expand their manufacturing or distribution operations," Mr. Weitz continued.

A Great American Group webcast auction allows those bidding online from anywhere with a web connection to compete in real time against buyers attending the live sale event. The auction sale will take place at the 9951 Bunsen Way facility in Louisville on Thursday, August 5, with inspection of equipment available throughout the day on Wednesday, August 4.

About Great American Group(R)

Great American Group, Inc. is a leading provider of asset disposition solutions and valuation and appraisal services to a wide range of retail, wholesale and industrial clients, as well as lenders, capital providers, private equity investors and professional service firms. Great American Group has offices in Atlanta, Boston, Chicago, Dallas, London, Los Angeles, New York and San Francisco.

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Press Contact:
Great American Group
Laura Wayman
Vice President of Marketing
847-444-1400
lwayman@greatamerican.com