

Great American Group[®] Contracted to Manage Construction Auction Worth Over \$20 Million

Woodland Hills, Calif. – October 21, 2009 – Great American Group, Inc. (OTCBB: GAMR), a leading provider of asset disposition, valuation and appraisal services, announced they have been contracted by a major secured party for the total dispersal of the rental equipment fleet formerly of U-Brothers Rentals.

The auction will take place on Thursday, November 12th, starting at 10:00 a.m. MST. Live simultaneous bidding will occur onsite and online. Late-model, low hour equipment such as motor graders, wheel loaders, loader backhoes, excavators, end dumps, crawler tractors, water wagons, service trucks and much more! For detailed descriptions of all items listed, visit www.greatamerican.com or call 1-800-45GREAT. This is a no buyers premium – no deposit auction.

“This multimillion dollar offering is one of the newest and cleanest fleets Great American Group has ever had the chance to sell! Further, we will be offering live and simultaneous internet bidding with three live bidding locations; Albuquerque, NM, Houston, TX, and Tampa, FL,” said Mark Weitz, President - Wholesale & Industrial Services for Great American Group.

About Great American Group

Great American 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, London, Los Angeles, New York and San Francisco.

Press Contact:

Great American Group
Laura Wayman
847-444-1400 ext. 312
lwayman@greatamerican.com