



October 19, 2009

## Great American Group Retains Addo Communications

Woodland Hills, Calif. – October 19, 2009 – Great American Group, Inc. (OTCBB: GAMR), a leading provider of asset disposition, valuation and appraisal services, announced the retention of Addo Communications (“Addo”) as its investor relations firm.

“We look forward to partnering with Addo Communications as we increase our visibility in the investment community,” said Andrew Gumaer, Chief Executive Officer of Great American Group. “With our extensive experience appraising and monetizing assets, we continue to build on our leading position in the asset disposition and valuation services industry, where we have developed a significant database of potential buyers, price points on various products and best-practice liquidation methods.”

“We are excited to work with Great American Group’s management team as they seek to communicate their success to investors,” said Andrew Greenebaum, Chief Executive Officer of Addo Communications. “Together, we will develop an investor relations strategy that elevates Great American Group’s profile in the investment community, establishes a strong bond with investors and assists the company in meeting the requirements to upgrade to a senior exchange.”

### About Great American Group, Inc.

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. For more information, please visit [www.greatamerican.com](http://www.greatamerican.com).

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