



Great American Group, Inc. to be Renamed B. Riley Financial, Inc.

November 4, 2014

LOS ANGELES, Nov. 4, 2014 /PRNewswire/ -- Great American Group, Inc. (OTCBB: GAMR) today announced that it is changing its name to B. Riley Financial, Inc., effective Thursday, November 6, 2014 at 4:01 PM EST. Its stock symbol on the OTCBB will change from "GAMR" to "RILY" effective as of trading on Friday, November 7, 2014.

The company will also be launching a new website at www.brileyfin.com. Neither the name change nor the ticker symbol change requires any action by existing stockholders. Outstanding stock certificates will not be affected by such changes and do not need to be exchanged.

The name change follows other events resulting from the recent combination of Great American Group, Inc. and its operating subsidiary, Great American Group, LLC, a leading provider of asset disposition and auction solutions, advisory and valuation services, commercial lending, and real estate advisory services, with B. Riley & Co., LLC, a leading full-service investment bank which provides corporate finance, research, and sales & trading services; and B. Riley Asset Management, LLC, a registered investment advisor.

All three operating subsidiaries will continue to operate under their existing banners, Great American Group, LLC, B. Riley & Co., LLC, and B. Riley Asset Management, LLC.

"The combination of our businesses has been progressing smoothly," said Bryant Riley, Chairman and Chief Executive Officer of B. Riley Financial, Inc. "Our primary focus has been to identify opportunities where, working collaboratively, we can leverage expertise found in our respective companies for the benefit of our clients. These efforts have already resulted in new engagements across business lines," he continued.

"During its 40-year history, Great American Group has become a recognized leader in its industry, representing iconic brands, both domestically and internationally while B. RILEY, over its 17 years, has grown into a full-service investment bank which has earned top industry rankings for the accuracy of our research calls and for identifying actionable investing ideas," he added. "We have grown our business by servicing the financial needs of our institutional, corporate and high net worth clients. Joining with Great American Group, we now can offer a broader array of complementary financial solutions."

About Great American Group, Inc. (OTCBB: GAMR)

Great American Group, which recently combined with B. RILEY to create a diversified financial services firm, is a leading provider of asset disposition and auction solutions, advisory and valuation services, commercial lending, and real estate advisory services for an array of companies. Great

American Group deploys resources with sector expertise to assist companies, lenders, capital providers, private equity investors and professional service firms in maximizing the value of their assets. B. Riley & Co., LLC is a leading investment bank which provides a full array of corporate finance, research, and sales & trading to corporate, institutional and high net worth individuals; it is a member of FINRA and SIPC. B. Riley Asset Management, LLC is a registered investment advisor. The corporate headquarters is located in Los Angeles with additional offices across the country. For more information, call 818-884-3737 or visit www.greatamerican.com or www.brileyfin.com.

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SOURCE Great American Group, Inc.

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