



**Heritage Global Partners**

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## **Heritage Global Partners and Maynards Complete Successful Sale of Affymax's Biopharmaceutical Equipment and Technology Assets, With Results Exceeding Expectations**

SAN DIEGO and PALO ALTO, California – June 19, 2013 – [Heritage Global Partners](#) (“HGP”), a wholly owned subsidiary of [Counsel RB Capital](#) (OTCQB: CRBN), in partnership with [Maynards Industries Ltd](#), today announced the successful completion of its global online auction on behalf of biopharmaceutical company Affymax. HGP and Maynards sold the biopharmaceutical equipment and technology assets of Affymax's Palo Alto, CA-based campus for approximately \$1.4 million.

HGP's platform utilizes modern technology that offers global customers a variety of cutting-edge ways to participate in auction sales with flexibility and convenience. The global online auction of Affymax featured 1,520 lots that included a broad array of state-of-the-industry biopharmaceutical equipment and technology, networking and other capital assets. The completed Affymax sale generated over 160,000 individual lot views from prospective buyers and a total of 317 bidders from over a dozen countries participated in the auction, including Universities, end users, dealers and remarketers.

“We selected Heritage and Maynards because their combined global presence, familiarity with the marketplace, and industry expertise, made them the ideal choice for maximizing the value of Affymax's assets. Affymax is extremely pleased with the seamless execution of the auction and the overall sales results exceeded our expectations,” stated Richard Brenner, President & CEO, The Brenner Group.

“The completed sale of Affymax's CA-based campus assets was another resounding success for Heritage Global Partners. Our top goal is to ensure an excellent customer experience on behalf of our valued clients each and every time. We thank our client for selecting us, as well as our worldwide buyers and auction participants for their patronage. It was a great event and team effort featuring an HGP, Maynards and The Brenner Group partnership,” stated Ross Dove, Managing Partner at Heritage Global Partners.

Led by auction industry pioneers Ross and Kirk Dove, [Heritage Global Partners](#) is one of the leading worldwide asset advisory and auction services firms, assisting companies with buying and selling assets. HGP specializes in asset brokerage, inspection, and valuations, industrial equipment and real estate auctions, and much more.

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