

For Sale: The RadioShack Name

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Stores are not the only thing the bankrupt RadioShack is selling, Bloomberg reports-- the anachronistic 94-year old brand is also hitting the auction block, with bids starting at \$20 million.



Standard General, an affiliate lender of General Wireless and buyer of as many as 2000 US RadioShack stores, leads the bidding.

Also on sale are the rest of RadioShack's 4000 stores, some of which will be bought by games retailer GameStop. An unspecified number of stores will be co-branded with mobile carrier Sprint.

The venerable RadioShack filed for Chapter 11 bankruptcy earlier this month, following failure post a profit since 2011.

Go [RadioShack to Sell Name Alone with \\$20m Opening Bid \(Bloomberg\)](#)

Go [RadioShack Files Bankruptcy, Sells Stores](#)