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LiveDeal, Inc. Adds Over 120 Restaurant Sales Professionals With Menu1.com Partnership

NEW YORK, NY -- (Marketwired) -- 04/08/14 -- LiveDeal (NASDAQ: LIVE) chose the restaurant industry to launch its instant, real-time deal engine, www.livedeal.com, and since that time it has been plodding along perfecting its model one piece at a time. The company's recent strategic partnership with www.Menu1.com is another such example which should lead to explosive restaurant participation nationwide. And, unlike others in the industry who are hiring, training and paying large sales teams, LiveDeal has essentially outsourced its way into a staff that fully understands the restaurant industry.

Menu1.com is a rapidly expanding online menu ordering system with a proven national sales force of more than 120 restaurant field service consultants and 20 regional sales managers capable of covering all of the continental US, as well as, larger chain and international restaurants.

With approximately 1,500 to 2,000 restaurants in each territory, Stock Market Media Group interviewed Menu1.com CEO Patrick Morrissey and found that he is confident his company will increase restaurant expansion for LiveDeal. "We offer the LiveDeal program as an 'included value-added feature' of the Menu1 program, where the restaurant will automatically be enrolled into the LiveDeal program, whether they ultimately sign up for the Menu1 program or not. We feel that our national sales force could be the driving force behind enrolling the vast majority of all restaurants into the LiveDeal program."

For both Menu1 and LiveDeal it's the experience Menu1.com's team has in the industry that should lead to both companies increasing growth and name recognition. Morrissey said, "Each sales team member is a seasoned restaurant consultant with years of relationships with hundreds of restaurant operators within each of their respective territories. Menu1 also has exclusive marketing contracts with key national restaurant service providers that fuel enrollments into both our programs."

One of the biggest expenses that any online deal company faces is the cost of employees. Groupon, for example, has hired and trained a sales team of more than 10,000 people, so multiply Groupon's sales force by even a reasonable salary, and the numbers are astronomical making it all the more clear why LiveDeal has taken the more responsible approach to outsource.

While LiveDeal continues to grow the number of users on its platform with the addition of tools like the Android App and a nationwide media campaign, the addition of Menu1.com's national sales team should exponentially drive restaurant growth in current cities like Los Angeles, New York City, San Francisco and San Diego and expand livedeal.com to many other cities in the US as well.

Menu1's CEO called livedeal.com the breakthrough marketing concept that his restaurant

clients have been asking for. "LiveDeal is truly the first real 'deal engine' of its kind for the restaurant industry, unlike other restaurant coupon sites that offer deals in 'slow-time,' LiveDeal offers local restaurant deals in 'real-time,' right now."

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Source: LiveDeal, Inc.