

April 23, 2014

# LiveDeal Inc. Receives Apple Approval of livedeal.com iOS App

LAS VEGAS-- LiveDeal Inc. (NASDAQ: LIVE) ("LiveDeal" or the "Company"), a publicly traded company that operates [livedeal.com](http://livedeal.com), a geo-location based mobile marketing platform that enables restaurants to publish "real-time" and "instant offers" to nearby consumers, today announced that Apple has approved the Company's mobile restaurant deal engine App for distribution at Apple's App Store.



To view the LiveDeal iOS App click here: [Apple App Store](#).

Now available to the tens of millions of Apple mobile device users, the geo-location based LiveDeal iOS App is a valuable and user-friendly tool for finding nearby restaurant deals. With the iOS App, consumers will also be able to search for deals by restaurant name or type of food as well as search for deals in other cities.

iOS LiveDeal App users will enjoy access to a unique, real-time "deal engine" as local restaurants post limited-time offers. Unlike some other deal platforms, LiveDeal allows for instant access to the deals. Consumers simply choose the deal they want and present it at that

restaurant to receive their discount.

LiveDeal.com is the world's first real-time, online marketplace that connects consumers with local restaurants that are offering deals right now! (Photo: Business Wire)

According to a February 3, 2014, [comScore](#) press release, as of December 2013 Apple's share of the age 13+ smartphone market was 41.8 percent. Participating restaurants now have a much broader potential market for the deals they post on livedeal.com as nearly half of smartphone users will be using an iPhone.

Jon Isaac, President and CEO of LiveDeal, commented: *"We are extremely pleased with the early response we've had in beta testing the iOS App. Users have reported it to be very fast and intuitive. Basically we've simplified the restaurant deal process. We believe the iOS App will greatly boost user adoption as LiveDeal expands across the country."*

## **What is livedeal.com?**

Available online and through Android and iOS apps, [livedeal.com](http://livedeal.com) is a unique, real-time "deal engine" that connects merchants with consumers. The Company believes that it has developed a first-of-its-kind web/mobile platform providing restaurants with full control and flexibility to instantly publish customized offers whenever they wish to attract customers. The website includes a number of user- and restaurant-friendly features, including:

- an intuitive interface enabling restaurants to create limited-time offers and publish them immediately or on a preset schedule that is fully customizable;
- state-of-the-art scheduling technology giving restaurants the freedom to choose the days, times and duration of the offers, enabling them to create offers that entice consumers to visit their establishment during their slower periods;
- advanced publishing options allowing restaurants to manage traffic by limiting the number of available vouchers to consumers;
- superior geo-location technology allowing multi-location restaurants to segment offers by location, thereby attracting customers to slower locations while eliminating potential overcrowding at busier sites;
- innovative proprietary restaurant indexing methodology; and
- a user-friendly mobile and desktop web interface allowing consumers to easily browse, download and instantly redeem "live" offers found on livedeal.com based on their location.

Restaurants can sign up to use the LiveDeal platform at the Company's website ([www.livedeal.com](http://www.livedeal.com)).

## **About LiveDeal Inc.**

LiveDeal Inc. provides marketing solutions that boost customer awareness and merchant visibility on the Internet. LiveDeal operates a deal engine, which is a service that connects merchants and consumers via an innovative platform that uses geo-location, enabling businesses to communicate real-time and instant offers to nearby consumers. In November 2012, LiveDeal commenced the sale of marketing tools that help local businesses manage their online presence under the Company's Velocity Local™ brand. LiveDeal continues to actively develop, revise, and evaluate these products and services and its marketing strategies and procedures. For more information, visit [www.livedeal.com](http://www.livedeal.com).

## **Forward-Looking and Cautionary Statements**

This press release contains "forward-looking" statements that are based on present circumstances and on LiveDeal's predictions with respect to events that have not occurred, that may not occur, or that may occur with different consequences and timing than those

now assumed or anticipated. Such forward-looking statements, including any statements regarding the plans and objectives of management for future operations or products, the market acceptance or future success of our products, and our future financial performance, are not guarantees of future performance or results and involve risks and uncertainties that could cause actual events or results to differ materially from the events or results described in the forward-looking statements. Forward-looking statements are made only as of the date of this release and LiveDeal does not undertake and specifically declines any obligation to update any forward-looking statements. Readers should not place undue reliance on these forward-looking statements.

Photos/Multimedia Gallery Available:

<http://www.businesswire.com/multimedia/home/20140423005536/en/>

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Source: LiveDeal Inc.