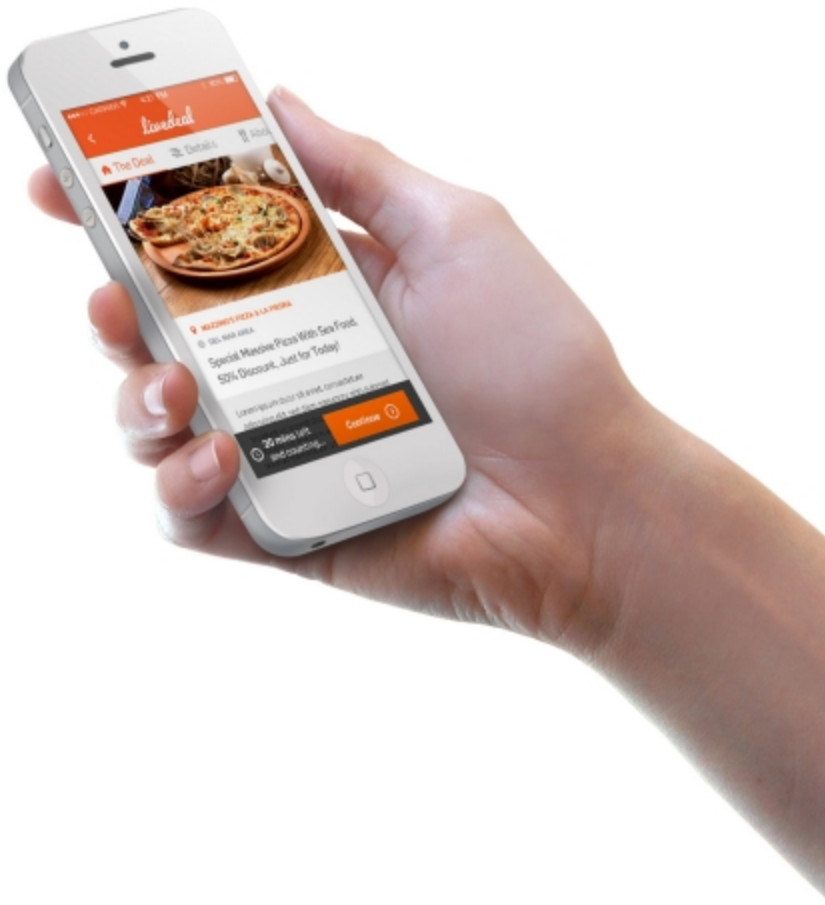


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# LiveDeal Featured in Food & Drink Magazine Article Entitled “Going Live”

LAS VEGAS-- LiveDeal Inc. (NASDAQ:LIVE) ("LiveDeal" or the "Company"), a publicly traded company that operates livedeal.com, a geo-location based mobile marketing platform that enables restaurants to publish “real-time” and “instant offers” to nearby consumers, today announces that it was featured in Summer edition of *Food & Drink* magazine.



The story, titled “Going Live,” outlines the origins and approach of LiveDeal’s business model. Beginning in San Diego, and eventually expanding to San Francisco, New York and other localities, the company provides real-time, direct contact, daily deals with local restaurants that allow consumers to receive discounts at their favorite eateries.

Importantly, the magazine recognized the prime directive of LiveDeal’s approach, highlighting that “the idea behind LiveDeal.com is to be a real-time deal engine that connects merchants with consumers, [providing] restaurants with full control and flexibility to instantly publish

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

customized offers whenever they wish to attract customers.” This is in contrast to many deal sites that rely on the customers coming to them through unlimited vouchers and a more “evergreen approach.”

Further, the article emphasized that while LiveDeal allows the venues to financially benefit in closer to real time through limited time specials and other advantages, its platform makes it unnecessary for LiveDeal to maintain personal information from its users. The article can be

accessed online via: [Food & Drink Magazine](#).

"We are very proud of this feature in *Food & Drink*, as it reflects the effort we have made to become one of the best online deal venues, and arguably the best in the restaurant space," said Jon Isaac, CEO of LiveDeal, Inc. "We are excited to share this feature in such an influential publication with our investors and users, and believe that it demonstrates a certain level of success. We look forward to continuing to build on that success."

### **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).

### **About *Food & Drink Magazine***

*Food & Drink* explains best practices for CEOs, presidents and other leaders in the restaurant chain, food processing, manufacturing, and service/distribution businesses. Food and Drink is about best practices: in customer focus, in supply chain management, in productivity, in food safety and in marketing.

### **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/20140604005500/en/>

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