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LiveDeal Inc. Expands Its National Advertising Campaign To Reach Both Consumers and Restaurant Partners

LAS VEGAS, Oct. 29, 2014 /PRNewswire/ - 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 is launching a fully integrated national advertising campaign across multiple channels, including television, radio, digital display and out-of-home platforms to expand its reach among restaurants across the United States.

Unlike the company's initial campaign, this national initiative will extend well beyond the scope of the company's 50-city initiative conducted over the course of this past summer. The company anticipates a dramatic increase in both its user base, as well as its restaurant partners. The extended scope of this campaign, which now matches the extended service level of the LiveDeal platform, combined with the placement efficiencies developed is expected to result in an increased number of consumers participating on the LiveDeal platform and traffic into our restaurant partners.

"We have achieved so much over the last several months, including creating an industry leading base of more than 10,000 restaurants utilizing our unique deal engine," said Jon Isaac, CEO of LiveDeal, Inc. "However, in order to maintain our industry leadership, and provide both consumers and our shareholders with the best possible value, it is essential that we continue our efforts to expand our reach."

The company also intends to expand the benefits available to its restaurant partners to enhance the offering, including expansion of its previously announced Partnership Program, in which LiveDeal will connect some of the nation's largest restaurant chains directly with its consumer audience via free co-op television advertising placements in exchange for exclusive savings offers distributed through the LiveDeal platform.

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.

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.

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