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# **LiveDeal Inc. Expands Advertising Campaign to Directly Target Restaurant Owners To Expand Platform Offering**

LAS VEGAS, Dec. 3, 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 the Company will be expanding its reach among restaurants across the U.S. as part of its recently announced national advertising campaign. In this expanded ad campaign, LiveDeal will directly target restaurant owners and operators in order to obtain new restaurant partners for its deals platform.

To date, the company's customer base, as well as its restaurant partners, have been very receptive to its real-time deal engine and instant offers, which restaurant partners using the platform can turn on and off as desired. LiveDeal will expand its advertising reach by placing ads on food service sector websites and in top industry publications to reach major stakeholders and decision makers in the restaurant industry. The Company wants to particularly target the owners, managers, and executives who operate the nation's leading full-service restaurants and casual dining establishments whether they are national or regional chains or locally owned landmark restaurants.

"LiveDeal offers a unique opportunity for restaurants to provide their customers with real-time deals that help build both familiarity and loyalty, whether the restaurant is a nationally recognized juggernaut, or a new local upstart," said Jon Isaac, CEO of LiveDeal, Inc. "This campaign provides LiveDeal with the opportunity to help restaurants across the nation increase traffic, and provide new choices for consumers who are looking for deals at their favorite dining spot, or looking for that new eatery in their local markets."

## **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.

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