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# LiveDeal Enhances Proprietary Software Platform to Focus on Revenue Growth from Higher-Profit Items

LAS VEGAS, March 13, 2015 /PRNewswire/ - 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 announces that it has enhanced its proprietary software to anticipate demand for higher-profit items, and initiate its in-house manufacturing capabilities to meet demand and increase revenue growth.

The proprietary software, which was developed by LiveDeal subsidiary, Modern Everyday, tracks consumer behavior and can help the Company predict where increased demand will emerge. This will be the driver for the Company's recently announced manufacturing capabilities, which the Company believes will generally be focused on lower-cost, higher-profit items.

"The predictive success that ModernEveryday demonstrated using this software has encouraged us to use it not only to anticipate market demand, but also to concentrate our manufacturing efforts on those high-demand, high-profit products that we can easily manufacture in-house," said Jon Isaac, CEO of LiveDeal. "The enhancement of our software platform will help us identify consumer demand, specifically for those higher-profit items that will drive our revenue growth while taking manufacturing out of suppliers' hands, thereby significantly reducing our costs."

## 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 may contain "forward-looking" information within the meaning of the Private Securities Litigation Reform Act of 1995. In accordance with the safe harbor provisions of this Act, statements contained herein that look forward in time that include everything other than historical information, involve risks and uncertainties that may affect the Company's actual results. There can be no assurance that such statements will prove to be accurate and there are a number of important factors that could cause actual results to differ materially from those expressed in any forward-looking statements made by the Company, including, but not limited to, plans and objectives of management for future

operations or products, the market acceptance or future success of our products, and our future financial performance. The Company cautions that these forward-looking statements are further qualified by other factors including, but not limited to, those set forth in the Company's Annual Report on Form 10-K for the fiscal year ended September 30, 2014, most recent Quarterly Report on Form 10-Q, and other filings with the U S. Securities and Exchange Commission (available at <http://www.sec.gov>). The Company undertakes no obligation to publicly update or revise any statements in this release, whether as a result of new information, future events, or otherwise.

Contact:

LiveDeal, Inc.

Tim Matula, investor relations

425-836-9035

[press@livedeal.com](mailto:press@livedeal.com)

<http://livedeal.com/pressroom>

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