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# LiveDeal to Advertise at National Hockey League All-Star Game

LAS VEGAS, Jan. 22, 2015 /PRNewswire/ - LiveDeal, Inc. (NASDAQ:LIVE) ("LiveDeal" or the "Company"), operates livedeal.com, which enables restaurants to publish "real-time, instant offers" to consumers, today announced that in continuing its advertising campaign at top sporting events in the U.S., it will advertise at this year's National Hockey League (NHL) All-Star Game to be played January 25, 2015, in Columbus, Ohio.

As with the Company's Super Bowl advertisement, the company has committed to a full-page ad in the 2015 NHL All-Star Game program. The program for this year's All-Star Game, featuring teams captained by Nick Foligno and Jonathan Toews, will be available at Nationwide Arena in Columbus on game day, as well as throughout the NHL markets in national newsstands, specialty retail stores, local airports, and on the official websites of the NHL and the NHL All-Star Game.

"LiveDeal's recent efforts to expand its advertising campaign into sports venues continues at another major U.S. sporting event. The NHL All-Star Game is a prestigious event and we anticipate that the loyal hockey audience will welcome the opportunity to learn about new ways of accessing money-saving deals on dining locally," said Jon Isaac, CEO of LiveDeal Inc. "The availability of the program, beginning with the game and continuing with national distribution of the program via newsstands and web distribution, has incredible potential to expand our core audience and drive new visitors to LiveDeal.com and our iOS and Android mobile apps."

## **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" within the meaning of the Private Securities Litigation Reform Act of 1995. Such forward-looking statements 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. Any statements that express, or involve discussions as to, expectations, beliefs, plans, objectives, outlook, assumptions or future events or performance, which often, but do not always, include the use of words or phrases such as "anticipates," "believes," "estimates," "expects," "intends," "plans," "predicts," "projects," "targets" or similar expressions, are not statements of historical facts and may be forward-

looking. 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, anticipated results from acquisitions, and our future financial performance and stockholder value, 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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