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# LiveDeal Inc. Announces Advertising Campaign to Support Deals in 35 Major US Cities

LAS VEGAS-- LiveDeal Inc. (NASDAQ: LIVE) ("LiveDeal" or the "Company"), a publicly traded company that operates [www.livedeal.com](http://www.livedeal.com), a geo-location based mobile marketing platform that enables restaurants to publish "real-time" and "instant offers" to nearby consumers, announces the launch of a 35 city advertising campaign to support the restaurant owners who have created more than 10,000 deals in over 8,000 restaurants in those 35 cities.

[www.LiveDeal.com](http://www.LiveDeal.com) - real-time mobile restaurant marketing platform for restaurants. (Photo: Business Wire)

The Company will immediately initiate a multi-layer advertising campaign supporting

the 35 markets that LiveDeal is currently active in to date. The campaign which includes TV, Radio and web-based ad delivery is designed to expand awareness, increase user registrations and drive traffic into the restaurant locations that are utilizing the LiveDeal real-time "deal engine" that is connecting merchants with consumers.

Jon Isaac, President and CEO at LiveDeal, said of the support the ad campaign will bring, *"As we continue to increase our user base, our platform becomes increasingly more valuable to the growing number of restaurants that have chosen what we believe to be the superior functionality and merchant control that LiveDeal offers them over traditional coupon and voucher sites. So, to support the restaurant owners who are choosing a smarter way to promote themselves, and to continue to grow our user base, it is vital for us to quickly roll out an advertising campaign in each of these 35 cities and each major city we add along the way."*

In addition to New York City, Los Angeles, San Francisco and San Diego, LiveDeal will immediately launch campaigns in Chicago, Atlanta, Dallas, Seattle, Boston, Houston, Indianapolis, Philadelphia, Memphis, Las Vegas, Phoenix, Miami, Orlando, Baltimore, Charlotte, Columbus, Jacksonville, Austin, Milwaukee, Nashville, Oklahoma City, San Antonio, Denver, Albuquerque, Fresno, Long Beach, Sacramento, San Jose, Tucson, Portland and Honolulu.

LiveDeal understands the value of increased exposure for the merchants who have embraced its real-time deal platform and its ease of use and superior functionality, so the Company has committed to supporting both its users and the restaurant owners who promote through the platform.

Isaac added, *"We believe that increasing the exposure of the restaurant base to the consumer market is the key to the extraordinary market expansion that Live Deal is experiencing currently. So it is now incumbent upon us to advertise our platform's advantages and continue its tremendous growth to support the restaurants who have chosen*

*LiveDeal in every one of these cities.*

*No longer does a restaurant owner have to create an offer that is valid for weeks on end and worry that the promotion will all be redeemed on their busiest days of the week. Instead, restaurants can now offer much better deals to the consumer through our platform knowing they have complete control of their own offer and the timing and duration of that offer in real time."*

### **What is livedeal.com?**

[livedeal.com](http://livedeal.com) is a unique, real-time "deal engine" that connects merchants with consumers. The Company believes that it has developed a first-of-its-kind web/mobile platform providing restaurants with full control and flexibility to instantly publish customized offers whenever they wish to attract customers. The website includes a number of user and restaurant-friendly features, including:

- an intuitive interface enabling restaurants to create limited-time offers and publish them immediately or on a preset schedule that is fully customizable;
- state-of-the-art scheduling technology giving restaurants the freedom to choose the days, times and duration of the offers, enabling them to create offers that entice consumers to visit their establishment during their slower periods;
- advanced publishing options allowing restaurants to manage traffic by limiting the number of available vouchers to consumers;
- superior geo-location technology allowing multi-location restaurants to segment offers by location, thereby attracting customers to slower locations while eliminating potential over-crowding at busier sites;
- innovative proprietary restaurant indexing methodology; and
- a user-friendly mobile and desktop web interface allowing consumers to easily browse, download and instantly redeem "live" offers found on livedeal.com based on their location.

Restaurants can sign up to use the LiveDeal platform at the Company's website ([www.livedeal.com](http://www.livedeal.com)).

### **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.

Photos/Multimedia Gallery Available:

<http://www.businesswire.com/multimedia/home/20140603005799/en/>

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