

October 31, 2014

# LiveDeal, Inc. to Increase Brand Awareness With Nationwide Television and Radio Ad Campaign

NEW YORK, NY -- (Marketwired) -- 10/31/14 -- LiveDeal, Inc.(NASDAQ: LIVE) saw real success this past summer during its 50-city advertising campaign to support the restaurants that are currently using [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, and to add additional dining establishments and consumers who will use the platform.

It was so successful, in fact, that LiveDeal has decided to dramatically enhance its latest advertising campaign. And, there is no better way to introduce your technology to the country than television and radio ads for a prolonged period of time.

This week the company announced that it is launching a fully integrated national advertising campaign across a wide spectrum of media channels. These channels will include advertisements on television, radio, digital display and out-of-home platforms which LiveDeal expects can expand its reach among restaurants across the U.S. while attracting new consumers to visit its iOS and Android apps as well as its web-based platform.

LiveDeal's campaign is an ideal opportunity to increase brand awareness, and building the company's brand should lead to an increase in its value. Let's face it people like investing in brands, in fact, there are those who buy products and invest in companies solely because they recognize the brand. How many of us have purchased Apple or Google or even Facebook stock because we knew the brand?

The campaign should also lead to an increase in users of LiveDeal's apps and website, which, in turn, will likely lead to an increase in usage and voucher redemptions at restaurants. And, with this success, it should lead to more restaurants signing up to enjoy the same benefits the company's platform is offer other establishments and even their competitors.

Initially, LiveDeal started a campaign in 35 of the country's major cities. That campaign was upgraded to include the top 50 cities heading into the summer. From the company's efforts it quickly realized its website traffic increased by 90 percent in the first week of the campaign compared to the prior week. LiveDeal saw a 277 percent spike in Android app downloads compared to the prior week, and it added 922 new restaurants to its "deal engine" during the month of June, representing significant growth and penetration in those 50 U.S. cities.

With a much more intensive campaign set to launch highlighting the company's real-time deals platform in front of television and radio audiences nationwide, LiveDeal should see even better penetration into the dining industry across the country and continued growth of its footprint in the 50 cities where it already has a presence.

About Stock Market Media Group

SMMG is a Research and Content Development IR firm offering a platform for corporate stories to unfold in the media with research reports, CEO interviews and feature news articles. This article is the opinion of SMMG and was written based upon publicly available information. LiveDeal hasn't endorsed or compensated SMMG for this article, but SMMG is compensated for all LiveDeal content by a third party, and to date SMMG has received total compensation of \$59,755. For information: [www.stockmarketmediagroup.com](http://www.stockmarketmediagroup.com).

Contact:

Stock Market Media Group  
[info@stockmarketmediagroup.com](mailto:info@stockmarketmediagroup.com)

Source: LiveDeal, Inc.