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# **LiveDeal Inc. Increasing Mobile Advertising for Android and Apple App Customers**

LAS VEGAS, Nov. 5, 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 as part of its recently announced national advertising campaign to expand its reach among restaurants across the United States, it will be increasing time, effort and financial resources to enhancing its presence among mobile users.

The mobile component of this initiative, is designed to support the recent launch of both the company's updated Android and iOS apps and will focus on enhancing awareness of LiveDeal's platform to the mobile user by targeting them where and when they will be most receptive to those messages. The campaign is expected to increase mobile usage as well as continue to attract new restaurant partners. The company believes this has been the backbone of its success. 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 can turn on and off as desired.

"Our intention has always been to be an industry leader. While we believe the thousands of restaurants utilizing livedeal.com is an indicator that we have achieved that goal, there is always more we can do," said Jon Isaac, CEO of LiveDeal, Inc. "This campaign is designed to reach our customers where they spend their time – in the mobile space – and we anticipate significant uptake as a result."

## **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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