

April 24, 2015

# LiveDeal Launches Sets Goal to Aggressively Increase User Base

LAS VEGAS, April 24, 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 for consumer products offering "real-time" and "instant dining offers" to nearby consumers, today announces the beginning of an extensive marketing campaign to increase the consumer base of users for its new e-commerce platform, while maintaining share on its restaurant deal business.

The company's recent marketing campaign for its restaurant deal platform has shown record increases that have outperformed the company's expectations. The company is now expanding its marketing focus to drive additional traffic to its e-commerce platform. This campaign will include online marketing through Amazon and other channels, as well as its recently announced national television campaign.

"Each time we increase our marketing efforts, we increase both traffic and revenues. Now that we have expanded our business, it's time to ensure that we are supporting these new potential revenue streams with the same level of savvy marketing that we executed with our restaurant platform," said Jon Isaac, CEO of LiveDeal. "We are dedicated to expanding our customer base, increasing revenues and ensuring maximum shareholder value, and are excited to launch this new marketing campaign as the next step in our evolution as a company."

## **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.

SOURCE LiveDeal Inc.