

January 31, 2017

Live Ventures Subsidiary, Vintage Stock, Inc., Opens Eight New Stores

LAS VEGAS, Jan. 31, 2017 (GLOBE NEWSWIRE) -- Live Ventures Incorporated, (Nasdaq:LIVE), (the "Company"), a diversified holding company, today announces its subsidiary, Vintage Stock, Inc., America's entertainment superstore chain, has opened eight new stores in the United States, bringing its total holdings to 57 stores across ten states.

"We have been carefully cultivating our audience throughout the Mid- and Southwest, and we are now the leading provider of new and used entertainment, specifically, movies, games, music, comics and collectables in the US," said Rodney Spriggs, CEO of Vintage Stock, Inc. "These additional eight locations were an exciting opportunity to take advantage of existing entertainment outlets run by a competitor, acquiring not only their space, but their existing customer base, thus ensuring a loyal following in those regions, while helping further expand the Live Ventures footprint in the United States."

The recently opened stores are located in:

- Conway, Arkansas
- Coeur D'Alene, Idaho
- Farmington, New Mexico
- Grandview, Missouri
- Harrisville, Utah
- Kerrville, Texas
- Midland, Texas
- Yukon, Oklahoma

All but Grandview will be operating under the "Entertainmart" brand and averaging 26,000 square feet each.

"We are highly supportive of Vintage Stock's expansion and look forward to the these new stores' contribution to Live Ventures' overall revenues and profits," said Live Ventures CEO, Jon Isaac.

About Live Ventures Incorporated

Live Ventures Incorporated is a diversified holding company with several wholly owned subsidiaries and a strategic focus on acquiring profitable companies that have demonstrated a strong history of earnings power. Live Ventures Incorporated provides, among other businesses, marketing solutions that boost customer awareness and merchant visibility on the Internet. The Company 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 addition, it maintains, through its subsidiary, ModernEveryday, an online consumer products retailer and, through its subsidiary, Marquis Industries, a specialty, high-performance yarns manufacturer, hard-surfaces re-seller, which is a top-10 high-end residential carpet manufacturer in the United States. Marquis Industries, through its A-O Division, utilizes its

state-of-the-art yarn extrusion capacity to market monofilament textured yarn products to the artificial turf industry. Marquis is the only manufacturer in the world that can produce certain types of yarn prized by the industry. Most recently, the company acquired Vintage Stock, Inc., an award-winning entertainment company, featuring movies, classic and new video games, music, collectible comics and toys, and the ability to special order and ship product worldwide to the customer's doorstep. Vintage Stock is America's largest entertainment superstore chain.

Forward-Looking and Cautionary Statements

This press release may contain "forward-looking statements" 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. These forward-looking statements can be identified by terminology such as "will," "expects," "anticipates," "future," "intends," "plans," "believes," "estimates" and similar statements. Live Ventures Incorporated may also make written or oral forward-looking statements in its periodic reports to the U.S. Securities and Exchange Commission on Forms 10-K, 10-Q and 8-K, in its annual report to stockholders, in press releases and other written materials and in oral statements made by its officers, directors or employees to third parties. 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 Form 10-K for the fiscal year ended September 30, 2016, most recent 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.

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