

August 2, 2017

Live Ventures Discloses Open-Market Purchase of 79,000 Shares Under Stock Repurchase Program

LAS VEGAS, Aug. 02, 2017 (GLOBE NEWSWIRE) -- Live Ventures Incorporated, (Nasdaq:LIVE), (the "Company"), a diversified holding company, today confirms that it has been actively repurchasing stock on the open market under its stock repurchase program resulting in the accumulation of approximately 79,000 shares since inception of the program through July 2017. These shares represent approximately four percent of the total common shares of Live Ventures. The shares were purchased at an average price of \$10.27 per share.

"Management and long term stockholders are thankful and applaud the opportunity to repurchase shares of our company at what we strongly believe is a significant discount to the company's intrinsic value," said Jon Isaac, CEO of Live Ventures. "We believe these purchases are, by far, the best use of our stockholders' money at this time."

In addition to the approximately 79,000 shares repurchased under the stock repurchase program, Mr. Isaac, and Director, Dennis Gao have personally acquired 62,248 shares and 12,650 shares, respectively. In the meantime, the company will continue to aggressively repurchase shares as opportunity in the market arises.

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.

Contact:

Live Ventures Incorporated
Tim Matula, investor relations
425-836-9035
tmatula@live-ventures.com
<http://www.live-ventures.com>

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