April 3, 2014

LiveDeal, Inc. Addition of Android App Should Greatly Enhance Already Impressive Numbers

NEW YORK, NY -- (Marketwired) -- 04/03/14 -- LiveDeal (NASDAQ: LIVE) continues to methodically go about its business and implement each phase of the company's plan for growth. As the monthly numbers indicate, that plan is working and user interest in LiveDeal's instant, real-time deal engine, www.livedeal.com, should only grow stronger now that its Android App is available to the public in the Google Play Store.

The timing couldn't be better for a number of reasons, and central among them is that it just makes sense for an online/mobile deal-engine offering real-time promotions in the $660 billion restaurant industry to give users a more "on-the-go" solution.

Statistically Americans are turning to their smartphones for information more than ever, and so much so, that PC sales dramatically declined last year. Because LiveDeal operates as a geo-location based mobile marketing platform, an App will allow users to appreciate the real capabilities of the platform. The addition of Apps provides the company with a great selling tool to restaurant owners who publish "real-time" and "instant offers" to nearby consumers.

LiveDeal is currently in New York City, Los Angeles, San Diego and San Francisco, but the goal is to have its platform in the nation's top 20 cities, so being able to reach more users and connect those users with merchants instantly is greatly enhanced with the Android App. According to Pew Research's Internet Project, 58% of the cell phones owned in the US are smartphones. The Pew Research Center says that 63% of adults use their phone to go online and 50% download Apps. An interesting stat that favors LiveDeal's geo-location platform is that 74% of adult smartphone owners get directions or other information based on their current location with their phones.

LiveDeal announced that its user traffic in January surged 153% over December, and then another 43% in February over January's numbers, so investors can expect to see even more growth when March's numbers are released. With the Android App, the numbers should dramatically improve after seeing a 154% increase in mobile usage in February without the App, and as LiveDeal continues to build its audience, these numbers will eventually turn into revenue opportunities.

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