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LiveDeal to Advertise at Super Bowl XLIX

LAS VEGAS, Jan. 21, 2015 /PRNewswire/ - LiveDeal, Inc. (NASDAQ:LIVE) ("LiveDeal" or the "Company"), operates livedeal.com, which enables restaurants to publish "real-time, instant offers" to consumers, today announced that as part of its sports advertising campaign, it will be placing advertising at this year's Super Bowl to be played February 1, 2015 in Glendale, Arizona.

The company has committed to a full-page ad in the National Football League's (NFL) Super Bowl XLIX game day program. The program for this year's Super Bowl matchup between the New England Patriots and the Seattle Seahawks will be available at University of Phoenix Stadium on game day, as well as throughout the Super Bowl markets in national newsstands, specialty retail stores, local airports, and on the official websites of the NFL and Super Bowl. The company anticipates reaching well over 4 million people with this ad placement.

"LiveDeal's campaign in sports venues begins with the mother of all sporting events in the United States, The Super Bowl, and we look forward to reaching football fans nationwide to expose them to a new way of accessing money-saving deals on dining," said Jon Isaac, CEO of LiveDeal Inc. "We believe the availability of the program on game day in Phoenix, with its national distribution via newsstands and on the web, will drive a significant new audience to LiveDeal."

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.

Forward-Looking and Cautionary Statements

This press release contains "forward-looking" statements within the meaning of the Private Securities Litigation Reform Act of 1995. Such forward-looking statements 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. Any statements that express, or involve discussions as to, expectations, beliefs, plans, objectives, outlook, assumptions or future events or performance, which often, but do not always, include the use of words or phrases such as "anticipates," "believes," "estimates," "expects," "intends," "plans," "predicts," "projects," "targets" or similar expressions, are not statements of historical facts and may be forward-looking. 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, anticipated results from acquisitions, and our future financial

performance and stockholder value, 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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