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LiveDeal to Generate Strong Revenue Growth in 2015

NEW YORK, NY -- (Marketwired) -- 05/21/15 -- Despite the anemic economic growth numbers being reported in the U.S. so far this year, LiveDeal, Inc. (NASDAQ: LIVE) is doing just fine. Management stated in a recent press release that it expects to generate double-digit revenue growth throughout 2015.

This type of revenue performance is a clear affirmation of the company's successful business model, which includes a new e-commerce platform and the operation of www.livedeal.com, a geo-location based mobile marketing platform for consumer products and real-time "instant" restaurant deals to nearby consumers.

The company has based this forecast on a successful transition from its 50-city focus to a more nationwide approach for its geo-location based mobile marketing platform. Additionally, this estimate is based on LiveDeal's current revenue trends, namely the new e-commerce platform that leverages its Modern Everyday product line.

As a result, year-over-year revenue should increase significantly in 2015. It should be noted that management remains committed to its recently initiated acquisition strategy that is aggressively targeting revenue-positive and profitable companies, which would only add to the overall top-line growth this year and beyond.

Moreover, management's prognostication dovetails with a new online retail industry survey of more than 1,000 e-commerce and marketing professionals of these retailers. The key takeaway from the survey is that fully 75% of respondents noted a positive outlook on retail in 2015 and 72% anticipate online revenue to increase by 17%.

Interestingly, while LiveDeal's top-line growth may fall in line with the industry, its gross margin profitability is likely to be much higher than its peers because the company's Modern Everyday subsidiary will soon begin to manufacture some of its high-demand products. This forward-thinking strategy will likely result in substantially higher gross margins on these products as compared to the typical profit margins associated with stand-alone product distribution. In fact, management believes that gross margin could increase by as much as 80% on these product sales.

All of these very positive financial metrics are primed to have a very positive impact on LiveDeal's overall valuation in the near term.

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