



Corporate Fact Sheet

Founded

2003 – Privately held

What is LiveDeal?

LiveDeal is a leading local online classifieds site with more than \$3 billion in merchandise listed for sale, with presence in every city and every zip code in the U.S. By combining the benefits of classifieds, Yellow Pages and e-commerce, LiveDeal offers the best, most affordable solution anywhere for helping people find and list items for sale. The LiveDeal platform lets people effortlessly interact and transact at the local level, while still being able to post and search items nationally.

Because LiveDeal unites buyers and sellers in local areas with free listings, the company makes the listing, buying, and selling of goods and services convenient, safe and affordable – especially for “big ticket” and hard-to-ship items such as cars, furniture, pets and major appliances. LiveDeal reduces the risk of fraud – a major consideration when buying via a service such as eBay – eliminates prohibitive shipping costs for local transactions and makes “trying before you buy” a reality.

LiveDeal uses patent-pending technology that provides consumers with a local-to-global approach towards buying and selling. LiveDeal lets consumers search or browse for items in a particular city, state or zip code. The site also offers email alerts that notify buyers once an item they seek becomes available on LiveDeal.com.

What Sets LiveDeal Apart?

LiveDeal breaks down the traditional barriers between local buyers and sellers by providing the most flexible, low-cost alternative to classifieds and other online e-commerce sites. LiveDeal offers free listings with optional fees for value-added services. And unlike sites such as craigslist, LiveDeal provides a professional, family-friendly, e-commerce environment that is accessible in over 70,000 zip codes across the U.S. LiveDeal is also different from online auction services such as eBay since it focuses on bringing together buyers and sellers in local markets, avoiding shipping hassles and costs, and giving consumers an opportunity to try before they buy.

Additionally, LiveDeal has pioneered the concept of partnering with traditional media companies to help them bring their classifieds online. Through LiveDeal's innovative AdShare program, media companies can instantly launch branded online classifieds web sites -- complete with photos, e-commerce and email capabilities -- at no cost via LiveDeal's online classifieds platform. Through AdShare, newspapers, radio and television stations can extend and enhance their offline offerings with online classifieds web sites and effectively compete against online threats such as craigslist, Google Base, Microsoft Live Expo and Monster.com for market share in the \$17 billion classifieds industry that's moving online.

Site Milestones

According to comScore Media Metrix, LiveDeal.com is consistently one of the top 10 most visited online classifieds sites on the Web and has ranked ahead of Yahoo! Classifieds, among others, for attracting a greater number of unique visitors over the past several months (August 2005 -February 2006).

International Presence

LiveDeal has an international presence through LiveDeal.ca, which has quickly become one of Canada's largest and most comprehensive free local online classifieds sites. LiveDeal.ca provides Canadians with a revolutionary new online marketplace to buy and sell goods on a local and national level.

LiveDeal.ca is just the first step in LiveDeal's international expansion plans, which will continue in 2006 and beyond.

Investors

Torstar
Draper Richards
Individual investors

Headquarters

Santa Clara, Calif.

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