LivePerson to Acquire Predictive Intelligence Technology from Provider of Web Testing and Relevance Targeting Solutions

New York, May, 16, 2012 — LivePerson, Inc. (NASDAQ: LPSN), a provider of real-time chat, voice and content solutions that increase conversions and improve customer experience, today announced that it has signed a definitive agreement to acquire technology and intellectual property assets of Israel-based start-up, Amadesa, Ltd. in an all cash transaction scheduled to close later in the second quarter.

“Amadesa technology will provide us with sophisticated, machine-learning predictive modeling that we can leverage across multiple engagement channels, enhancing our real-time intelligent engagement platform,” said Robert LoCascio, CEO and Founder of LivePerson. “We will also welcome on board Amadesa’s experienced team of data scientists and programming talent. As we focus on organic product innovation, we remain open to accelerating development and adding talent through focused acquisitions that enhance our execution capabilities while staying consistent with our strategic goals and unique culture."

Amadesa is a provider of website testing and relevance targeting solutions designed to improve online conversions and engagement activity. Amadesa’s core capabilities in multivariate testing and predictive targeting technologies will allow LivePerson customers to deploy predictive intelligence capabilities in a more frictionless way across multiple products.

“There’s clear value in the market for data intelligence,” said Avi Kedmi, Amadesa CEO and Founder, “Our predictive targeting technology will complement LivePerson’s market-leading platform, enabling businesses to enhance their intelligent engagement strategies across multiple channels in a more frictionless, automated manner.”

The transaction is subject to customary closing conditions and is expected to close later in the second quarter.

About LivePerson
LivePerson, Inc. (Nasdaq: LPSN) offers a cloud-based platform that enables businesses to proactively connect in real-time with their customers via chat, voice, and content delivery at the right time, through the right channel, including websites, social media, and mobile devices. This "intelligent engagement" is driven by real-time behavioral analytics, producing connections based on a true understanding of business objectives and customer needs.

More than 8,500 companies rely on LivePerson's platform to increase conversions and improve customer experience, including Hewlett-Packard, IBM, Microsoft, Verizon, Sky, Walt Disney, PNC, QVC and Orbitz.

LivePerson received the CODiE award for Best Content Management Solution in 2012 and for Best Ecommerce Solution in 2011, and has been named a Company of the Year by Frost and Sullivan in 2011. LivePerson is headquartered in New York City with offices in San Francisco, Tel Aviv, Atlanta, London and Melbourne, Australia.

Safe Harbor Provision

This press release contains forward-looking statements regarding our planned acquisition of Amadesa, Ltd. and its expected benefits which are subject to risks and uncertainties that could cause actual future events or results to differ materially from such statements. Any such forward-looking statements are made pursuant to the safe harbor provisions of the Private Securities Litigation Reform Act of 1995. . Some of the factors that could cause actual results to differ materially from the forward-looking statements contained herein include, without limitation: the acquisition gets delayed or otherwise does not occur, the expected benefits of the acquisition do not materialize; we are unable to integrate or retain the team of data scientists and programming talent currently associated with Amadesa ; the adverse effect that the global economic downturn may have on our business and results of operations; competition in the online sales, marketing, customer service and online engagement solutions markets; our ability to retain existing clients and attract new clients; risks related to new regulatory or other legal requirements that could materially impact our business; impairments to goodwill that result in significant charges to earnings; ; risks related to our international operations, particularly our operations in Israel, and the civil and political unrest in that region; responding to rapid technological change and changing client preferences; our ability to retain key personnel and attract new personnel; risks related to the ability to successfully integrate past or potential future acquisitions; technology systems beyond our control and technology-related defects that could disrupt the LivePerson services; ; privacy concerns relating to the Internet that could result in new legislation or negative public perception; risks related to the regulation or possible misappropriation of personal information belonging to our customers' Internet users; legal liability and/or negative publicity for the services provided to consumers via our technology platforms; risks related to protecting our intellectual property rights or potential infringement of the intellectual property rights of third parties; . This list is intended to identify only certain of the principal factors that could cause actual results to differ from those discussed in the forward-looking statements. Readers are referred to the reports and documents filed from time to time by us with the Securities and Exchange Commission for a discussion of these and other important risk factors that could cause actual results to differ from those discussed in forward-looking statements.