

LivePerson to Provide Turnkey Mobile Engagement Capabilities through Acquisition of Innovative Mobile Chat Platform Provider, Look.io

New York, June 13, 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 mobile engagement start-up Look.io. Through this acquisition, LivePerson will add plug-and-play mobile engagement capabilities to its platform, making it easier than ever for businesses of all sizes to connect with their customers on mobile devices, wherever they may be.

“As more consumers shift towards mobile-based interactions, it’s becoming increasingly important for businesses to meaningfully connect with consumers via their mobile device of choice,” said Rob LoCascio, CEO and Founder, LivePerson. “With the integration of Look.io’s innovative mobile technology into the LivePerson platform, we will be able to offer our customers a powerful turnkey mobile solution that will enable them to engage and support their customers through an optimized mobile experience. I’m also very excited to welcome Look.io’s strong team of talent to LivePerson, as they will be an asset in driving our mobile strategy.”

LivePerson’s mission is to enable its customers to meaningfully connect with consumers in real-time, across multiple channels and devices in order to enhance customer loyalty, increase conversions, and drive greater value to their businesses. With the addition of Look.io’s innovative technology to the LivePerson platform, LivePerson will be able to offer its customers an easy-to-deploy solution with a sophisticated and extensible UI that can be seamlessly integrated with their mobile website or application.

“For over 15 years, LivePerson has led the industry in bringing personal real-time connections between companies and their customers online,” said Grant Miller, Look.io Co-Founder. “We are very excited to join LivePerson as it is a natural fit for our team and technology.”

Marc Campbell, Look.io Co-Founder, added, “By integrating our unique technology with LivePerson’s powerful platform, we can enable a broad

base of customers to deploy innovative real-time mobile engagement solutions with speed and ease.”

The acquisition is expected to close in June 2012, and will add plug-and-play mobile engagement capabilities to LivePerson’s existing mobile program, which include the option to build custom mobile solutions in-house or through one of many LivePerson Ecosystem Partners via the LivePerson platform APIs. Additionally, through these various Ecosystem Partner offerings, businesses can build rich media applications and custom-built mobile web sites in order to create a complete mobile commerce strategy.

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.