



NEWS RELEASE



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FOR IMMEDIATE RELEASE

EDISON INNOVATION FUND TO ASSIST IN GROWTH OF NEWARK-BASED TECH COMPANY

Financial Assistance Will Help LiveLOOK Build Staff, Fund R&D

TRENTON, N.J. (November X, 2008) – The State of New Jersey has finalized a \$1 million Edison Innovation Fund investment to assist Newark-based LiveLOOK, Inc., a company that develops innovative online sales and customer service tools. The Edison Innovation Fund, a key element of Governor Jon S. Corzine’s Economic Growth Strategy, was created to support life sciences and technology companies throughout their discovery, development and commercialization stages.

“This Edison Innovation Fund investment will enable LiveLOOK to support research and development costs and hire the workforce necessary to bring their innovative product into the market,” said Caren Franzini, chief executive officer of the New Jersey Economic Development Authority (EDA). “We are very excited that the company has decided to grow in New Jersey and is expecting to create around one-hundred new jobs in Newark within three years.”

Franzini noted that LiveLOOK is located in the New Jersey Institute of Technology’s Enterprise Development Center, New Jersey’s largest high-technology business incubator. The incubator is within the Newark Edison Innovation Zone, one of three “technology neighborhoods” in the state where academic and research institutions can work with companies to develop and market new products or services while enjoying certain financial incentives and other benefits. The zones were created within Camden and greater New Brunswick, as well as the Newark area to spur collaborative efforts and encourage the rapid transfer of discoveries from the laboratory to the marketplace. Edison Innovation Zones are a joint state effort involving the EDA, CST and other state agencies.

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The EDA, in consultation with the New Jersey Commission on Higher Education and the New Jersey Commission on Science and Technology, is responsible for managing the Edison Innovation Fund. Since the launch of the Fund in October 2006, New Jersey has delivered just over \$330 million in financing assistance, venture fund investments, business incentives and tax credits to early-stage and established life sciences and technology businesses. In addition, over \$670 million in total public/private capital has been leveraged by Edison Innovation Fund investments.

COMPANY QUOTE

LiveLOOK has developed an online sales and customer service tool which establishes an instant visual link between Online Visitors and Agents. Agents can see Online Visitors' screens, help select products, and complete transactions resulting in higher conversion rates, while Online Visitors enjoy a more personal online shopping experience. The application is based on an innovation in screen sharing technology, launches instantly from a single click on a button added to a website, and requires no software downloads for either Online Visitor or Agent.

The EDA is a state financing and development agency that works to promote economic growth, job creation and the revitalization of New Jersey's communities with financing and incentives, access to technical support and real estate development assistance.

For information on the Edison Innovation Fund and to learn more about opportunities for business growth throughout New Jersey, visit the state's business portal at www.NewJerseyBusiness.gov.