

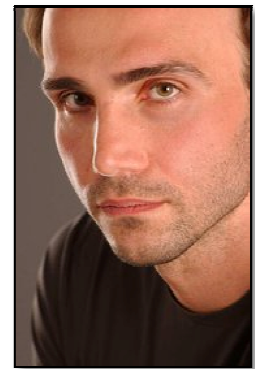
LiveLOOK Secures Patent on One-Click Universal Screen Sharing Technology

Matawan, NJ – 13 July, 2011 – LiveLOOK, Inc. announced today that it has been issued by the US Patent Office [patent number 7,933,955](#), covering LiveLOOK’s innovative screen sharing technology. This proprietary technology has been used to develop LiveLOOK’s industry-leading suite of co browsing and screen sharing products.

The patent outlines LiveLOOK’s improvement on first generation screen sharing technology: the development of an instant-launch applet that runs entirely within both the host’s and participants’ Web browsers. LiveLOOK’s invention eliminates delays associated with the software downloads and executables required by older tools, and allows for compatibility across all operating systems and browser technologies.

The development team at LiveLOOK has utilized this innovation to build next generation co browsing technologies, affording customers all of these advancements in screen sharing, while adding new levels of security and ease of deployment that surpass what was attainable with first generation co browsing tools.

“We’re pleased to have been awarded the patent for our screen sharing technology,” said Igor Khalatian, CEO. *“Our engineers have developed a superior solution that incorporates and improves upon the best aspects of existing screen sharing and co browsing technologies. We will continue to build upon the innovations we’ve achieved, with several enhancements being engineered for launch in 2011 and 2012.”*



Igor Khalatian, CEO

The chart below outlines how LiveLOOK’s patented technology is the only solution to address ease of launch, ease of deployment, security and compatibility all in one product:

Consideration	Second Generation Co Browsing Technology	First Generation Screen Sharing Technology	First Generation Co Browsing Technology
Ability to view all web content (Flash, AJAX, Silverlight, ZIP, Word, PDF, images, .NET, and dynamic pop-ups)	✓	✓	—
Deployed without having to modify each web page or requiring a proxy server	✓	✓	—
Works seamlessly with all browsers	✓	—	—
Works seamlessly with all operating systems (Windows, Mac, Linux)	✓	—	—
Prevent sensitive data from being transmitted	✓	—	✓
Limit viewing to specific web pages or domains	✓	—	✓
Limit viewing to the web browser	✓	—	✓

LiveLOOK's technology has been adopted as a customer experience and sales tool by industry leaders such as Dell, Intuit Payroll, TurboTax and Yell Group. In addition, software developers and customer relationship management solutions like Right Now, Moxie Software and Interactive Intelligence have replaced first generation screen sharing and co browsing tools with LiveLOOK's patented solution.

About LiveLOOK

Founded in 2007 by a team of former AT&T Bell Labs developers, LiveLOOK is an innovator in visual sharing and real-time online interaction. LiveLOOK's products enable instant-launch, universally compatible Web collaboration via screen sharing. Companies incorporate LiveLOOK's solutions into customer experience and online sales strategies to guide customers through resolution of service issues and completion of purchases. For more information, visit www.LiveLOOK.com

Media Contact:

Michelle Brusyo
mbrusyo@livelook.com | 732-960-9605