

Early Warning Report Issued Pursuant to National Instrument 62-103 Acquisition of Shares of LiveReel Media Corporation

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TORONTO, March 22, 2013 /CNW/ - This press release is being disseminated as required by National Instrument 62-103 *The Early Warning System and Related Take Over Bids and Insider Reporting Issues* in connection with the filing of an early warning report (the "Early Warning Report") regarding the acquisition of LiveReel Media Corporation (OTC:LVRLF.PK) (the "Company") securities by Difference Capital Funding Inc. ("Difference Capital") of 130 King Street West, Suite 2950, Toronto, Ontario, M5X 1C7.

Difference Capital entered into five (5) separate stock purchase agreements with arms-length third parties whereby it acquired 20,648,150 common shares in the capital of the Company. The purchase price paid in each case was \$0.005 per share, which amount was well below the closing market price on the date proceeding the trades.

Accordingly, Difference Capital beneficially owns 20,648,150 common shares in the capital of the Company, representing approximately 87.8% of the issued and outstanding voting securities of the Company on a fully-diluted basis.

This transaction is exempt from the formal take-over provisions of the *Securities Act* (Ontario) pursuant to section 100.1(1) of the Act. The securities were acquired for investment purposes and Difference Capital may increase or decrease its beneficial ownership or control depending on market or other conditions.

A copy of the Early Warning Report may be found on www.SEDAR.com.

SOURCE: LiveReel Media Corporation

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