

DEAL A DAY GROUP CORP.  
Form 10-Q  
August 19, 2013

**UNITED STATES**  
**SECURITIES AND EXCHANGE COMMISSION**  
**Washington, D.C. 20549**

**FORM 10-Q**

**X . QUARTERLY REPORT UNDER SECTION 13 OR 15(d) OF THE SECURITIES EXCHANGE ACT OF  
1934**

**For the quarterly period ended June 30, 2013**

**. TRANSITION REPORT UNDER SECTION 13 OR 15(d) OF THE EXCHANGE ACT**

For the transition period from \_\_\_\_\_ to \_\_\_\_\_

**Commission File Number 000-52323**

**DEAL A DAY GROUP CORP.**

(Name of small business issuer in its charter)

**Nevada**  
(State of incorporation)

**90-0731925**  
(I.R.S. Employer Identification No.)

**5150 E. Pacific Coast Highway, Suite 200**  
**Long Beach, CA 90804**

(Address of principal executive offices)

**(800) 349-6095**

(Registrant's telephone number)

Indicate by check mark whether the registrant (1) has filed all reports required to be filed by Section 13 or 15(d) of the Securities Exchange Act of 1934 during the preceding 12 months (or for such shorter period that the registrant was required to file such reports), and (2) has been subject to such filing requirements for the past 90 days. Yes  . No  .

Indicate by check mark whether the registrant has submitted electronically and posted on its corporate Web site, if any, every Interactive Data File required to be submitted and posted pursuant to Rule 405 of Regulation S-T (§232.405 of this chapter) during the preceding 12 months (or for such shorter period that the registrant was required to submit and post such files). Yes  . No  .

Indicate by check mark whether the registrant is a large accelerated filer, an accelerated filer, a non-accelerated filer, or a smaller reporting company. See the definitions of "large accelerated filer," "accelerated filer" and "smaller reporting company" in Rule 12b-2 of the Exchange Act.

Large accelerated filer  . Accelerated filer  .  
Non-accelerated filer  . (Do not check if a smaller reporting company)  .  
Smaller reporting company  .

Indicate by check mark whether the registrant is a shell company (as defined in Rule 12b-2 of the Exchange Act). Yes  . No  .

As of August 15, 2013, there were 50,280,372 shares of the registrant's \$0.001 par value common stock issued and outstanding.

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**DEAL A DAY GROUP CORP.\***

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**Special Note Regarding Forward-Looking Statements**

Information included in this Form 10-Q contains forward-looking statements within the meaning of Section 27A of the Securities Act of 1933, as amended ( "Securities Act" ), and Section 21E of the Securities Exchange Act of 1934, as amended ( "Exchange Act" ). This information may involve known and unknown risks, uncertainties and other factors which may cause the actual results, performance or achievements of Deal a Day Group Corp. (the "Company" ), to be materially different from future results, performance or achievements expressed or implied by any forward-looking statements. Forward-looking statements, which involve assumptions and describe future plans, strategies and expectations of the Company, are generally identifiable by use of the words "may," "will," "should," "expect," "anticipate," "estimate," "believe," "intend," or "project" or the negative of these words or other variations on these words or comparative terminology. These forward-looking statements are based on assumptions that may be incorrect, and there can be no assurance that these projections included in these forward-looking statements will come to pass. Actual results of the Company could differ materially from those expressed or implied by the forward-looking statements as a result of various factors. Except as required by applicable laws, the Company has no obligation to update publicly any forward-looking statements for any reason, even if new information becomes available or other events occur in the future.

*\*Please note that throughout this Quarterly Report, except as otherwise indicated by the context, references in this report to Company , DEEL , we , us and our are references to Deal a Day Group Corp.*

**PART I - FINANCIAL INFORMATION****ITEM 1.****FINANCIAL STATEMENTS****Deal a Day Group Corp.****(A Development Stage Company)****Consolidated Balance Sheets (unaudited)**

|   | <b>June 30,<br/>2013</b> | <b>December 31,<br/>2012</b> |
|---|--------------------------|------------------------------|
| <b>Assets</b>                                       |                          |                              |
| Current:  |                          |                              |
| Cash and cash equivalents                           | \$ 2,815                 | \$ 95                        |
| Prepays and other assets                            | 100                      | 3,700                        |
| Total current assets                                | 2,915                    | 3,795                        |
| <b>Total Assets</b>                                 | <b>\$ 2,915</b>          | <b>\$ 3,795</b>              |
| <b>Liabilities and Stockholders` Deficit</b>        |                          |                              |
| <b>Liabilities</b>                                  |                          |                              |
| Current:  |                          |                              |
| Accounts payable                                    | \$ 203,700               | \$ 192,800                   |
| Accrued interest                                    | 840,948                  | 795,864                      |
| Notes payable                                       | 999,072                  | 1,005,920                    |
| <b>Total Liabilities</b>                            | <b>2,043,720</b>         | <b>1,994,584</b>             |
| <b>Stockholders` Deficit</b>                        |                          |                              |
| Common stock (par value \$0.001)                    |                          |                              |
| Authorized, 1,800,000,000 common shares; issued and |                          |                              |
| outstanding, 50,280,372 and 49,218,805 shares at    | 50,280                   | 49,219                       |

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June 30, 2013 and December 31, 2012 respectively

|   |                    |                    |
|---|--------------------|--------------------|
| Additional paid-in capital                        | 7,233,129          | 7,192,391          |
| Accumulated deficit                               | (9,324,214)        | (9,232,399)        |
| <b>Total Stockholders Deficit</b>                 | <b>(2,040,805)</b> | <b>(1,990,789)</b> |
| <b>Total Liabilities and Stockholders Deficit</b> | <b>\$ 2,915</b>    | <b>\$ 3,795</b>    |

*The accompanying notes are an integral part of these financial statements*

**Deal a Day Group Corp.****(A Development Stage Company)****Consolidated Statements of Operations (unaudited)**

**For the Three and Six Months Ended June 30, 2013 and 2012 and the  
Period from January 1, 2009 (Inception of development stage) to June 30, 2013**

|   | <b>Three<br/>Months<br/>Ended<br/>June 30,<br/>2013</b> | <b>Three<br/>Months<br/>Ended<br/>June 30,<br/>2012</b> | <b>Six<br/>Months<br/>Ended<br/>June 30,<br/>2013</b> | <b>Six<br/>Months<br/>Ended<br/>June 30,<br/>2012</b> | <b>From<br/>January 1,<br/>2009<br/>(Inception of<br/>development<br/>stage) to<br/>June 30,<br/>2013</b> |
|---|---|---|---|---|---|
| Operating expense:  |   |   |   |   |   |
| General and administrative                                    | \$ 11,435   | \$ 107,839  | \$ 36,778   | \$ 255,020  | \$ 769,272  |
| Stock based compensation                                      | -   | 62,256  | 9,951   | 139,606   | 1,689,442   |
| Operating loss  | (11,435)  | (170,095)   | (46,729)  | (394,626)   | (2,458,714)   |
| Non-operating expenses:                                       |   |   |   |   |   |
| Interest expense  | (22,543)  | (41,497)  | (45,086)  | (87,221)  | (959,097)   |
| Loss from continuing operations                               | (33,978)  | (211,592)   | (91,815)  | (481,847)   | (3,417,811)   |
| Loss from discontinued operations                             | -   | -   | -   | -   | (147,544)   |
| Net loss  | (33,978)  | (211,592)   | (91,815)  | (481,847)   | (3,565,355)   |
| Less: net income attributable to<br>non-controlling interests | -   | -   | -   | -   | (46,582)  |
| Net loss attributable to common<br>stockholders               | \$ (33,978)   | \$ (211,592)  | \$ (91,815)   | \$ (481,847)  | \$ (3,518,773)  |

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|  |    |            |    |            |    |            |    |            |
|--|----|------------|----|------------|----|------------|----|------------|
| Loss per share, basic and diluted,<br>before discontinued Operations | \$ | (0.00)     | \$ | (0.00)     | \$ | (0.00)     | \$ | (0.00)     |
| Loss per share, basic and diluted, from<br>discontinued Operations   |    | -          |    | -          |    | -          |    | -          |
| Net loss per share, basic and diluted                                | \$ | (0.00)     | \$ | (0.00)     | \$ | (0.00)     | \$ | (0.00)     |
| Weighted average shares outstanding                                  |    | 49,218,805 |    | 49,218,805 |    | 49,218,805 |    | 49,218,805 |

*The accompanying notes are an integral part of these financial statements*

## Deal a Day Group Corp.

## Consolidated Statement of Stockholders Deficit (unaudited)

As of June 30, 2013

|   | Common Stock      |               | Additional<br>Paid-In<br>Capital | Non-                                       | Accumulated<br>Deficit | Total              |
|---|-------------------|---------------|----------------------------------|--|------------------------|--------------------|
|   | Shares            | Amount        |                                  | controlling<br>Interest in<br>Subsidiaries |                        |                    |
|   | \$                | \$            | \$                               | \$   | \$                     | \$                 |
| <b>Balance, January 1, 2009</b>           | <b>47,756,278</b> | <b>47,756</b> | <b>8,246,425</b>                 | -  | <b>(13,614,996)</b>    | <b>(5,320,815)</b> |
| Conversion of Notes Payable               | 6,575,072         | 6,575         | 1,052,757                        | -  | -                      | 1,059,332          |
| Stock based compensation                  | -                 | -             | 579,028                          | -  | -                      | 579,028            |
| Net Loss                                  | -                 | -             | -                                | -  | (1,263,181)            | (1,263,181)        |
| <b>Balance, December 31, 2009</b>         | <b>54,331,350</b> | <b>54,331</b> | <b>9,878,210</b>                 | -  | <b>(14,878,177)</b>    | <b>(4,945,636)</b> |
| Conversion of Notes Payable               | 14,493,441        | 14,493        | 861,395                          | -  | -                      | 875,888            |
| Conversion of Accounts Payable            | 2,075,087         | 2,075         | 94,561                           | -  | -                      | 96,636             |
| Private Placement in Subsidiaries         | 365,021           | 365           | 6,137                            | 269,892                                    | -                      | 276,394            |
| Private Placement                         | 312,500           | 313           | 24,687                           | -  | -                      | 25,000             |
| Stock based compensation                  | -                 | -             | 903,746                          | -  | -                      | 903,746            |
| Net Loss                                  | -                 | -             | -                                | (46,582)                                   | (1,199,271)            | (1,245,853)        |
| <b>Balance, December 31, 2010</b>         | <b>71,577,399</b> | <b>71,577</b> | <b>11,768,736</b>                | <b>223,310</b>                             | <b>(16,077,448)</b>    | <b>(4,013,825)</b> |
| Settlement of notes payable-related party | -                 | -             | 66,933                           | -  | -                      | 66,933             |
| Conversion of notes payable               | -                 | -             | 27,285                           | -  | -                      | 27,285             |
| Sale of subsidiaries                      | -                 | -             | (6,400,538)                      | (223,310)                                  | 8,118,955              | 1,495,107          |
| 1 for 2 stock split                       | (35,277,281)      | (35,277)      | 35,277                           | -  | -                      | -                  |
| Returned shares                           | (581,313)         | (581)         | 581                              | -  | -                      | -                  |
| Purchase of assets                        | 1,500,000         | 1,500         | -                                | -  | -                      | 1,500              |
| Conversion of notes payable               | 12,000,000        | 12,000        | 1,188,000                        | -  | -                      | 1,200,000          |
| Issuance of options                       | -                 | -             | 309,400                          | -  | -                      | 309,400            |
| Net Loss                                  | -                 | -             | -                                | -  | (670,002)              | (670,002)          |
| <b>Balance, December 31, 2011</b>         | <b>49,218,805</b> | <b>49,219</b> | <b>6,995,674</b>                 | -  | <b>(8,628,495)</b>     | <b>(1,583,602)</b> |
| Issuance of options                       | -                 | -             | 196,717                          | -  | -                      | 196,717            |
| Net Loss                                  | -                 | -             | -                                | -  | (603,904)              | (603,904)          |

|                                   |                   |               |                  |          |                    |                    |
|-----------------------------------|-------------------|---------------|------------------|----------|--------------------|--------------------|
| <b>Balance, December 31, 2012</b> | <b>49,218,805</b> | <b>49,219</b> | <b>7,192,391</b> | <b>-</b> | <b>(9,232,399)</b> | <b>(1,990,789)</b> |
| Shares for debt                   | 1,061,567         | 1,061         | 30,787           | -        | -                  | 31,848             |
| Issuance of options               | -                 | -             | 9,951            | -        | -                  | 9,951              |
| Net Loss                          | -                 | -             | -                | -        | (91,815)           | (91,815)           |
| <b>Balance, June 30, 2013</b>     | <b>50,280,372</b> | <b>50,280</b> | <b>7,233,129</b> | <b>-</b> | <b>(9,324,214)</b> | <b>(2,040,805)</b> |

*The accompanying notes are an integral part of these financial statements*

**Deal a Day Group Corp.****(A Development Stage Company)****Consolidated Statements of Cash Flows (unaudited)**

**For the Six Months Ended June 30, 2013 and 2012 and the  
Period from January 1, 2009 (Inception of development stage) to June 30, 2013**

|   | <b>Six<br/>Months<br/>Ended<br/>June 30,<br/>2013</b> | <b>Six<br/>Months<br/>Ended<br/>June 30,<br/>2012</b> | <b>From January<br/>1, 2009 (Inception of<br/>development stage) to<br/>June 30,<br/>2013</b> |
|---|---|---|---|
| <b><i>Cash Flows From Operating Activities</i></b>  |   |   |   |
| Net loss  | \$ (91,815)   | \$ (481,847)  | \$ (3,874,757)  |
| Loss from discontinued operations   | -   | -   | (147,544)   |
| Loss from continuing operations   | (91,815)  | (481,847)   | (3,727,213)   |
| Non cash item:  |   |   |   |
| Stock based compensation  | 9,951   | 139,606   | 1,998,842   |
| Adjustments to reconcile loss from continuing operations<br>to cash flows used in operating activities: |   |   |   |
| Prepaid and other assets  | 3,600   | 100   | (100)   |
| Accounts payable  | 10,900  | -   | (512)   |
| Accrued expenses  | 45,084  | 87,221  | 949,094   |
| Net cash used in continuing operations  | (22,280)  | (254,920)   | (779,889)   |
| Net cash used in discontinued operations  | -   | -   | (123,331)   |