

NOTIFICATION OF LATE FILING

Name of the Issuer: DEAL A DAY GROUP CORP.

Check One: Annual Report Quarterly Report Interim Report

For Period Ended: MARCH 31, 2012

Address of Principal Executive Office (Street and Number):

5150 E. PACIFIC COAST HWY. SUITE 200
LONG BEACH, CA
90804

State below in reasonable detail why the Annual/Quarterly Report, could not be filed within the prescribed time period.

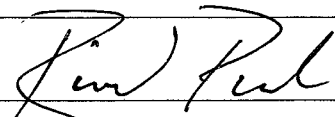
FIRST QUARTER OPERATIONS OF CHANGE OF BUSINESS, INCREASED ACCOUNTING WORK

Anticipated Filing Date: MAY 21, 2012

[Please be informed that the filing of this notification grants issuers 5 additional calendar days to post a Quarterly or Interim Report and 15 calendar days to post an Annual Report.]

Person to contact in regard to this notification:

Date: MAY 15, 2012

Signature: 

Name: RICHARD PAK

Title: PRESIDENT