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Perion Announces the Expansion of Growmobile's Mobile Marketing Solution

TEL AVIV, Israel & SAN FRANCISCO--(BUSINESS WIRE)-- Growmobile, Perion's mobile marketing division, announced today the beta launch of its new engagement capabilities under a rebranded look that reflects the division's unified offering.

The new engagement offering will allow mobile marketers, specifically mobile CRM managers, to increase conversions and customer spend while reducing churn, using a single, streamlined platform. Marketers will be able to easily create and launch campaigns that are better tailored to each of their respective business objectives. Additionally, the platform will provide information on targeting the right segments and choosing which incentives and channels to use at the right times.

The engagement capabilities add to Growmobile's innovative [mobile user acquisition](#) and [social advertising platform](#) which allows app developers and marketers to advertise across the best-performing traffic sources, including Facebook and Twitter, from one centralized interface.

"Because churn can be as big a challenge as acquiring users, we made it a priority to ensure that our clients have the ability to acquire as well as retain their users," said Shai Gottesdiener, General Manager of Growmobile. "Now, in addition to enabling our clients to advertise on all major traffic sources, we will provide them with the tools to keep the users they've invested time and money to acquire."

The expanded offering is accompanied by the introduction of Growmobile's new look, meant to reflect the fusion of all its solutions under one roof, and highlighting its promise to provide developers and marketers with the industry's most comprehensive [mobile marketing solution](#). Gottesdiener reinforced the connection between Growmobile's expanded offering and its rebranding, "Growmobile's new identity is an expression of our unified capabilities. It communicates our mission to simplify and organize [mobile marketing for app developers](#) by bringing together all the tools they need in one powerful platform."

In November 2014, Growmobile introduced the industry's first self-serve, [cross-network mobile advertising platform](#). Earlier this year, Growmobile's offering was extended to include social media advertising capabilities through the acquisition of Paris-based MakeMeReach.

To learn more, visit Growmobile's new website at www.growmobile.com.

About Perion Network Ltd.

Perion powers innovation. Perion (NASDAQ: PERI) is a global performance-based media and Internet company, providing online publishers and app developers advanced technology and a variety of intelligent, data-driven solutions to monetize their application or content and expand their reach to larger audiences, based on its own experience as an app developer. Our leading software monetization platform, [Perion Codefuel](#), empowers digital businesses to optimize installs, analyze data and maximize revenue. Our mobile marketing unit, [Growmobile](#), enables app marketers to advertise across the industry's top-performing traffic sources, including Facebook, Twitter (by MMR) and Google, and increase user spend, reduce churn and improve retention through CRM engagement campaigns. The Perion team brings decades of experience, operating and investing in digitally-enabled businesses, and we continue to innovate and create value for the app ecosystem. More information about Perion may be found at www.perion.com. Follow Perion on Twitter @perionnetwork and Growmobile at @growmobile.

Forward Looking Statements

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