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Growmobile to Offer Free 15-Day Trial of Its Mobile Marketing Solutions

TEL AVIV, Israel & SAN FRANCISCO--(BUSINESS WIRE)-- [Growmobile, Perion's](#) social and mobile marketing division, announced today that its [mobile marketing solutions](#) are now available for a free 15-day trial for any new customers.

This Smart News Release features multimedia. View the full release here:

<http://www.businesswire.com/news/home/20150909006190/en/>



Growmobile helps mobile businesses acquire users from the industry's best performing traffic sources, including ad networks, ad exchanges, Google, Facebook, Instagram and Twitter.

With the recent introduction of engagement capabilities, Growmobile is the first mobile marketing solutions provider to combine [mobile user acquisition](#), [mobile CRM engagement](#) and [social advertising](#) in a unified offering. Growmobile's solutions are offered in self-serve or fully-managed options.

"Our marketing solutions are uniquely designed to help mobile businesses easily get and keep quality app users," said Shai Gottesdiener, General Manager of Growmobile. "We look forward to welcoming many more customers to our platform and we're certain they'll be happy with the results."

About Perion Network Ltd.

Shai Gottesdiener, General Manager of Growmobile (Photo: Business Wire)

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, [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 and Instagram (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

This press release contains historical information and forward-looking statements within the meaning of The Private Securities Litigation Reform Act of 1995 with respect to the business, financial condition and results of operations of Perion. The words "will," "believe," "expect," "intend," "plan," "should" and similar expressions are intended to identify forward-looking statements. Such statements reflect the current views, assumptions and expectations of Perion with respect to future events and are subject to risks and uncertainties. Many factors could cause the actual results, performance or achievements of Perion to be materially different from any future results, performance or achievements that may be expressed or implied by such forward-looking statements, or financial information, including, among others, the failure to realize the anticipated benefits of companies and businesses we acquired and may acquire in the future, risks entailed in integrating the companies and businesses we acquire, including employee retention and customer acceptance; the risk that such transactions will divert management and other resources from the ongoing operations of the business or otherwise disrupt the conduct of those businesses, potential litigation associated with such transactions, and general risks associated with the business of Perion including intense and frequent changes in the markets in which the businesses operate and in general economic and business conditions, loss of key customers, unpredictable sales cycles, competitive pressures, market acceptance of new products, inability to meet efficiency and cost reduction objectives, changes in business strategy and various other factors, whether referenced or not referenced in this press release. Various other risks and uncertainties may affect Perion and its results of operations, as described in reports filed by the Company with the Securities and Exchange Commission from time to time, including its annual report on Form 20-F for the year ended December 31, 2014 filed with the SEC on April 16, 2015. Perion does not assume any obligation to update these forward-looking statements.

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