



December 5, 2016

## **Perion helps drive online user engagement and monetization for leading Australian travel brand**

TEL AVIV, Israel and NEW YORK, Dec. 05, 2016 (GLOBE NEWSWIRE) -- CodeFuel, Perion's [engagement](#) and [monetization](#) division, announced today its intent-based native advertising solution will be integrated via mobile and desktop on Escape, Australia's #1 media travel brand.

CodeFuel will introduce online visitors to an enriched user experience based on actual user intent. Additionally, the solution will deliver more pages from multiple content sources, create new revenue opportunities and keep Escape unique visitors engaged and on site for longer.

Escape is a one-stop source of information for Australians planning holidays that is distributed with News Corp Australia Sunday papers and is online at [escape.com.au](http://escape.com.au).

"As the ad tech industry focuses increasingly on the consumer, we are particularly excited to work with News Corp Australia as a product partner to further improve their strong user experience and to expand their revenue opportunities. We look forward to a fruitful relationship, fortifying their already highly-engaged audiences worldwide," said Eyal Ben-Ari, CodeFuel's Chief Revenue Officer.

News Corp Australia is the latest of several leading publishers partnering with CodeFuel to deliver superior UX, shifting the ad ecosystem towards the end user.

### **About Perion Network Ltd.**

Perion is a global technology company that delivers high-quality advertising solutions to brands and publishers. Perion is committed to providing outstanding execution, from high-impact ad formats to branded search and a unified social and mobile programmatic platform. More information about Perion may be found at <http://www.perion.com>, and follow Perion on Twitter [@perionnetwork](https://twitter.com/perionnetwork).

### **About CodeFuel**

CodeFuel by Perion (NASDAQ:PERI) operates in 8 major worldwide locations with over 650 employees. It is a leading monetization platform delivering intelligent data driven engagement solutions for content publishers to create new revenue channels and also allows advertisers to hit targeted audiences with incredible precision. CodeFuel keeps users focused and on-site for longer with targeted search results creating the perfect native ad experience. More information about CodeFuel can be found at <http://www.codefuel.com/>. Follow CodeFuel on twitter [@code\\_fuel](https://twitter.com/code_fuel).

### **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, 2015 filed with the SEC on March 24, 2016. Perion does not assume any obligation to update these forward-looking statements.

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