



December 10, 2014

## **Yacov Kaufman, CFO of Perion, to Present at the UBS Global Media and Communications Conference Today, December 10th, 2014**

TEL AVIV, Israel & SAN FRANCISCO--(BUSINESS WIRE)-- Perion Network Ltd. (NASDAQ: PERI) announced today that Yacov Kaufman, CFO of Perion, will be presenting at the UBS Global Media and Communications Conference today, December 10<sup>th</sup>, 2014 in New York at 11:00 a.m. Eastern Time. The presentation will be available live via webcast and can be found by following the link below. The webcast will also be available for replay for 180 days by following the same link below. The link for the replay will also be available on the investor relations section of Perion's website.

### **Webcast Information:**

Wednesday, December 10th, 2014  
11:00 a.m. Eastern Time.

[Click Here to View Webcast](#)

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

Perion powers innovation. We are 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 applications and content and expand their reach to larger audiences, based on our 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 app promotion platform, GrowMobile, enables developers to make wise decisions on where to spend advertising budgets to produce the highest yield and the most visibility. 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](http://www.perion.com). Follow Perion on Twitter @perionnetwork.

**Source: Perion Network Ltd.**

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