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## Perion's Brendan Lyall to Speak at Game Monetization USA Summit

TEL AVIV, Israel & SAN FRANCISCO--(BUSINESS WIRE)-- Perion Network Ltd. (NASDAQ: PERI) announced today that Brendan Lyall, the CEO of Grow Mobile (part of Perion Lightspeed, the app promotion division of Perion) will be participating on a panel at the upcoming Game Monetization USA Summit in San Francisco. The panel will focus on User Acquisition Strategies for Mobile and will include the participation of senior executives from leading mobile and gaming companies.

Mr. Lyall will discuss the recent launch of GrowMobile Self-Serve, the world's first cross-network, self-serve mobile advertising platform. GrowMobile Self-Serve provides app developers with the ability to self-manage all of their mobile media buying, measurement and optimization on one dashboard with all contracts, billing and other administrative operations streamlined and reduced to a single process.

The Game Monetization Summit will be held during December 4<sup>th</sup> - 5<sup>th</sup> at the Fisherman's Wharf Sheraton in San Francisco. Participants include key decision makers from leading publishers and developers. Perion is a sponsor of this year's event.

To schedule a meeting with a Perion representative, please email [elladk@perion.com](mailto:elladk@perion.com).

### About Perion Network Ltd.

Perion powers innovation. Perion 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 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 division, [Perion Lightspeed](#), 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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