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Yacov Kaufman, Perion CFO, to Present at Upcoming 17th Annual Needham Growth Conference in New York on Tuesday, January 13th, 2015

TEL AVIV, Israel & SAN FRANCISCO--(BUSINESS WIRE)-- Perion Network Ltd. (NASDAQ: PERI) announced today that Yacov Kaufman, Chief Financial Officer, will present at the 17th Annual Needham Growth Conference in New York on Tuesday, January 13th, 2015 at 3:30 p.m. Eastern Time. The presentation will be available live via webcast, as well as for replay for 90 days, and can be found by following this [link](#). The webcast will also be available on Perion's investor relations website, found [here](#).

The conference will be held January 13-15, 2015 at the New York Palace Hotel, 455 Madison Avenue in New York. Mr. Kaufman will be available for one-on-one meetings. Please contact your Needham representative to schedule a meeting.

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. Follow Perion on Twitter @perionnetwork.

About The 17th Annual Needham Growth Conference

Needham & Company's 17th Annual Growth Conference (NGC) gives institutional investors, private equity firms and venture capitalists access to over 375 growth companies from a broad range of industries including communications & enterprise infrastructure; healthcare; industrial technology; Internet, entertainment & consumer; semiconductors & semiconductor equipment; and software & services. The 3-day NGC features public and private company presentations, Q&A sessions, and 1-on-1 meetings for qualified institutional investors and venture capital firms. This conference is by invitation only. Please contact your Needham salesperson for registration details as space will be limited.

Source: Perion Network Ltd.

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