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## Josef Mandelbaum to Participate in a Panel at the Go4Israel Conference 2014

TEL AVIV, Israel & SAN FRANCISCO--(BUSINESS WIRE)-- Perion (NASDAQ:PERI) announced today that CEO Josef Mandelbaum will participate in a panel at the Go4Israel Conference 2014, held at the Tel Aviv Hilton Hotel on October 27, 2014. The panel will begin at 14:00 and is scheduled to discuss "Technology, Media, Telecom - How can Israel secure its place in this new game?"

If you would like to join the event and see Mr. Mandelbaum on stage, please register [here](#).

### 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 platform, [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.

### About the Go4Israel Conference

Go4Israel 2014 is the 12th Edition of the Go4Europe Business Conference. The Conference addresses the current issues of raising funds and establishing strategic business alliances in Europe and the Emerging Markets. In previous years, Go4Europe has welcomed several Heads of State, including the late Prime Minister Ariel Sharon, Prime Minister Benjamin Netanyahu and former French President Nicolas Sarkozy.

In 2014, the conference will step up to a Global level. The importance of Emerging Markets, with particular attention to China, will gain space in panels and plenary sessions.

### Source: Perion Network Ltd.

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