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## Josef Mandelbaum to Speak at the NOAH Conference 2014

TEL AVIV, Israel & SAN FRANCISCO--(BUSINESS WIRE)-- Perion (NASDAQ:PERI) announced today that CEO Josef Mandelbaum will participate as a speaker at the NOAH Conference 2014, held at Old Billingsgate Market in London on November 13-14, 2014. Mr. Mandelbaum's keynote presentation about Perion's mobile offering is scheduled to begin at 10:55 am on November 13, 2014.

If you would like to join the event and see Mr. Mandelbaum present on stage, please request your personal registration code [here](#), mentioning Perion as part of the application form.

The NOAH Conference will feature over 80 industry leaders debating the state of European Internet in keynotes, interviews, panels, company presentations and interactive audience Q&A. This year's conference theme is: "Change", which will aim to explore the key drivers behind transformational business strategy and the resulting long-term impact.

### 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 NOAH Conference

Since its launch in 2009, the NOAH Conference has become the preeminent European event where Internet CEOs, executives and investors gain deep insights into the latest proven concepts, network with senior executives and establish new business relationships, while also enjoying one of the best Internet business networking dinner parties of the year. NOAH London is an annual Internet conference held in November.

**Source: Perion Network Ltd.**

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