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## **Perion's GrowMobile to Participate at Casual Connect Europe in Amsterdam**

TEL AVIV, Israel & SAN FRANCISCO--(BUSINESS WIRE)-- Perion Network Ltd. (NASDAQ:PERI) announced today that it will be participating in the upcoming Casual Connect Conference, to be held on February 4<sup>th</sup> - 6<sup>th</sup> at the Beurs Van Berlage in Amsterdam.

Perion will be represented at the conference by executives from its mobile marketing division and GrowMobile by Perion, one of the world leading providers of mobile advertising technology.

GrowMobile's mobile media buying and advertising capabilities help developers manage and scale user acquisition campaigns on a wide range of cross-network traffic sources from a single self-serve or fully-managed platform.

To schedule a meeting with a Perion representative, please email Ellad Kushnir Matarasso at [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 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).

### **About Casual Connect**

Casual Connect is produced by the Casual Games Association and is the premier event for the casual games industry with over 6,500 professionals attending Casual Connect each year. Casual Connect brings together the most talented and knowledgeable experts in the casual gaming field.

**Source: Perion Network Ltd.**

GKPR for Perion Network  
Matthew Krieger, +914-768-4219  
[matthew@gkpr.com](mailto:matthew@gkpr.com)

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