



August 4, 2014

## **Perion to Present at Upcoming Investor Conferences in Boston**

**Global Media and Internet Company Scheduled to Present at the Oppenheimer 17th Annual Technology, Internet & Communications Conference on August 13, 2014 & Management will present at the 34th Annual Canaccord Growth Conference on August 14, 2014**

TEL AVIV, Israel & SAN FRANCISCO--(BUSINESS WIRE)-- Perion Network Ltd. (NASDAQ: PERI) today announced that Yacov Kaufman, Chief Financial Officer, will present at two investor conferences in Boston this month.

First, Mr. Kaufman will present at the 17<sup>th</sup> Annual Oppenheimer Technology, Internet & Communications Conference at 10:25 a.m. ET, on August 13, 2014. The conference will be held August 12-13, 2014 at the Four Seasons Hotel, 200 Boylston Street in Boston. Mr. Kaufman will be available during the day on August 13, 2014 for one-on-one meetings. Please contact your Oppenheimer representative to schedule a meeting. Investors and other interested parties may access the live presentation at <http://www.veracast.com/webcasts/opco/tmt2014/62204576335.cfm>. This webcast will be archived for 90 days following the live presentation.

Second, Yacov Kaufman will also present at the 34th Annual Canaccord Growth Conference at 8:30 a.m. ET, on August 14, 2014. The conference will be held August 13-14, 2014 at the InterContinental Boston, 510 Atlantic Avenue, Boston. Mr. Kaufman will be available during the day on August 14, 2014 for one-on-one meetings. Please contact your Canaccord representative to schedule a meeting.

### **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 its 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 Oppenheimer 17<sup>th</sup> Annual Technology, Internet & Communications Conference**

The technology industry remains the most dynamic sector of the world economy and a core focus for Oppenheimer & Co. Our Technology, Internet & Communications Conference provides a broad look across the supply chain at existing and emerging technologies, and offers investors the opportunity to evaluate companies at the forefront of these innovations.

The conference will feature management teams from over 115 companies spanning the entire supply chain from communication services; wireless hardware; data and storage infrastructure, social media; Internet; cloud computing and services; semiconductors, and software. In addition, we showcase over 30 different private companies in panels which are designed to highlight the emerging and disruptive technologies that will be important for investors to consider as the technology landscape continues to evolve.

### **About the Canaccord Genuity 34th Annual Growth Conference**

For the 34th year, Canaccord Genuity will be bringing together some of the world's most innovative companies and institutional investors at the Growth Conference. For two highly productive days, leaders in the growth universe will come together to share knowledge, discuss emerging trends, build relationships, identify opportunities and ignite global ideas for growth.

**Source: Perion Network Ltd.**

**Perion Investor Relations**

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