



January 7, 2016

Josef Mandelbaum, Perion CEO, to Present at Upcoming 18th Annual Needham Growth Conference in New York on Tuesday, January 12, 2016

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Perion Network Ltd. (NASDAQ: PERI) announced today that Josef Mandelbaum, Chief Executive Officer of Perion, will present at the 18th Annual Needham Growth Conference in New York. The presentation will begin at 2:10 pm Eastern Time on Tuesday, January 12, 2016.

A link to the presentation and live webcast will be available on Perion's investor relations section of the company's website at <http://www.perion.com/ir-events>. The webcast will be available for replay for up to 90 days immediately following the presentation.

The conference will be held January 12 - 14, 2016 at the New York Palace Hotel, 455 Madison Avenue in New York. Mr. Mandelbaum will be available for one-on-one meetings. Please contact your Needham representative to schedule a meeting.

About Perion Network Ltd.Â

Perion powers innovation. Perion is a global performance-based media and Internet company that delivers high-quality advertising solutions to brands and publishers. Perion is committed to providing outstanding execution, from high-impact ad formats to branded search and a unified social and mobile programmatic platform. Our leading engagement and monetization suite, [Codefuel](#), assists content publishers to create new revenue streams and helps advertisers hit targeted audiences. Our mobile marketing unit, [Growmobile](#), enables app marketers to advertise across the industry's top-performing traffic sources, increase user spend, reduce churn and improve retention through CRM engagement campaigns. Perion's most recent addition, [Undertone](#), is the leader in high-quality, cross-screen digital brand advertising at scale. Undertone's high-impact advertising formats enable brands to stand out online and engage users with stunning creative experiences on top mobile and desktop properties. More information about Perion may be found at <http://www.perion.com>, and follow Perion on Twitter @perionnetwork.

About The 18th Annual Needham Growth ConferenceÂ

Needham & Company's 18th Annual Growth Conference (NGC) gives institutional investors, private equity firms and venture capitalists access to over 300 growth companies from a broad range of industries including: communications and enterprise infrastructure, healthcare, industrial technology, Internet, entertainment and consumer, semiconductors and semiconductor equipment and software and services. A key goal of the NGC is to deliver investable choices coupled with a better understanding of the rapidly changing environment in which each company operates. The NGC's early January timing makes it the perfect way to start the year, with a critical eye toward creating the ideal portfolio for 2016. This 3-day conference features public and private company presentations, Q&A sessions and 1-on-1 meetings for qualified investors. This conference is open to clients of Needham & Company, LLC only. For further information, please contact your Needham salesperson.

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