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Undertone Strengthens Sales Leadership, Appoints Mike Pallad as Chief Revenue Officer and Diane Malloy as VP Programmatic Sales & Strategy

NEW YORK, February 17, 2016 /PRNewswire/ --

Undertone, a division of Perion Network Ltd. (NASDAQ: PERI), a leader in high-impact digital advertising solutions for brands, today announced the appointment of Mike Pallad as Chief Revenue Officer and Diane Malloy as VP Programmatic Sales and Strategy. These two appointments will greatly strengthen Undertone's sales leadership and will continue to drive Undertone's growth and performance.

Pallad joins Undertone from Apple, Inc., where he held key sales management roles for Apple Music and iAd. Pallad previously held executive-level positions at Cumulus Media and Citadel Broadcasting, overseeing national and network sales. At Undertone, Pallad will be responsible for all aspects of Undertone's revenue efforts, including sales and service, operations and marketing.

"With its focus on unmissable high-impact formats and creative, quality media and brand-centric technology, Undertone has taken a unique and incredibly valuable approach to digital advertising," said Pallad. "I am beyond excited to share this vision with the world's biggest brands."

Malloy joins Undertone from PubMatic, where she served as VP of Global Media Solutions, with responsibility for all of the marketing automation company's demand side selling activities, with a particular focus on large agency and trading desk partnerships. Prior to joining PubMatic, Diane led sales and marketing organizations for publishers including *Meredith*, *Rodale* and *Time Inc.* Malloy will lead Undertone's relationships with trading desks and programmatic buying units at the industry's largest brands. She will work with companies and independent agencies to focus on driving programmatic adoption of Undertone's custom high-impact formats.

"Mike and Diane's senior leadership and key market expertise and relationships add to an award-winning sales and service organization that has already been operating at a very high level," said Corey Ferengul, CEO of Undertone. "They will be a key part of our mission to bring our beautiful and engaging advertising solutions to brands and agencies and continue to lead the market in high-impact digital advertising."

About Undertone

Undertone is a leader in high-quality cross-screen digital brand advertising at scale. Our proprietary high-impact advertising formats enable brands to stand out online and engage users with stunning creative experiences on top mobile and desktop properties. Through our innovative technology platforms, we deliver attention-grabbing advertisements across devices through traditional and programmatic methods while ensuring they appear in high-quality, brand-safe environments. Learn more at <http://www.undertone.com>.

Undertone is a subsidiary of Perion Network Ltd.

About Perion Network Ltd.

Perion is a global advertising technology 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.

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