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Perion's Growmobile Previews Expanded Mobile Marketing Solution at Casual Connect San Francisco

TEL AVIV, Israel & SAN FRANCISCO--(BUSINESS WIRE)-- Growmobile, Perion's [mobile marketing](#) division, announced today that it will be previewing its new [mobile user engagement](#) capabilities at Casual Connect San Francisco, on August 11-13. All are invited to see a demo at Growmobile's booth #112 at the Hilton Union Square.

Designed to increase conversions and customer spend while reducing churn, the newly expanded offering is the first to combine [mobile user acquisition](#), [mobile CRM engagement](#), and social advertising under a single roof. Growmobile provides the most complete [mobile marketing solution](#) for acquiring users and increasing their value, and each offering works in synergy with the other to maximize client performance and marketing business objectives. Growmobile's platform is available either as self-serve or fully-managed service.

Growmobile was built to help mobile marketers easily acquire users from the industry's top performing traffic sources, including ad networks, ad exchanges, Facebook and Twitter. Growmobile's newest user engagement offering helps CRM managers engage and retain the users they invested time and money to acquire.

"Acquiring and retaining users is the lifeblood behind the long-term success of any app. Marketers and app developers know both of these efforts are non-trivial endeavors. That's why we're excited to unveil our newly expanded [mobile marketing platform](#) at Casual Connect," said Shai Gottesdiener, General Manager of Growmobile. "Our new platform sets a new standard for end-to-end automation and outfits our clients with the most cutting-edge tools to get and keep their users while staying in lockstep with mobile and social media advertising and traffic sources."

Growmobile's Global CRO Joanna Sammartino Bailey will also be speaking to Casual Connect attendees. Ms. Sammartino Bailey will be sharing key insights on how to maximize user value in her presentation, "Get 'em, Keep 'em: The Synergy Between User Acquisition and User Engagement," which begins on Wednesday, August 12th at 10:00 a.m. in Continental Ballroom 2-3.

About Perion Network Ltd.

Perion powers innovation. Perion (NASDAQ: PERI) 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 mobile marketing unit, [Growmobile](#), enables app marketers to advertise across the industry's top-performing traffic sources, including Facebook, Twitter (by MMR) and Google, and increase user spend, reduce churn and improve retention through CRM engagement campaigns. 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. Follow Perion on Twitter @perionnetwork and Growmobile at @growmobile.

Source: Perion Network Ltd

Forward Looking Statements

This press release contains historical information and forward-looking statements within the meaning of The Private Securities Litigation Reform Act of 1995 with respect to the business, financial condition and results of operations of Perion. The words "will", "believe," "expect," "intend," "plan," "should" and similar expressions are intended to identify forward-looking statements. Such statements reflect the current views, assumptions and expectations of Perion with respect to future events and are subject to risks and uncertainties. Many factors could cause the actual results, performance or achievements of Perion to be materially different from any future results, performance or achievements that may be expressed or implied by such forward-looking statements, or financial information, including, among others, the failure to realize the anticipated benefits of companies and businesses we acquired and may acquire in the future, risks entailed in integrating the companies and businesses we acquire, including employee retention and customer acceptance; the risk that such transactions will divert management and other resources from the ongoing operations of the business or otherwise disrupt the conduct of those businesses, potential

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