



July 30, 2015

Perion to Present at Upcoming Investor Conferences

Perion CFO Scheduled to Present at the Needham Interconnect Conference on August 4, 2015 & The Oppenheimer 18th Annual Technology, Internet & Communications Conference on August 11, 2015

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 August.

First, Mr. Kaufman will present at the Needham Interconnect Conference in New York on Tuesday, August 4th, 2015 at 3:40 p.m. ET. The conference will be held August 4-5, 2015 at the Westin Grand Central Hotel, 212 East 42nd Street. Please contact your Needham representative to schedule a meeting.

Second, Mr. Kaufman will present at the 18th Annual Oppenheimer Technology, Internet & Communications Conference at 2:25 p.m. ET, on August 11, 2015. The conference will be held August 11-12, 2015 at the Four Seasons Hotel, 200 Boylston Street in Boston. Please contact your Oppenheimer representative to schedule a meeting.

Both conference presentations will be available live via webcast, as well as for replay for 90 days, and will be available on Perion's Investor Relations website, found [here](#).

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 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.

About The Oppenheimer 18th 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 125 public 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 leading 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 Needham Interconnect Conference

Needham's Annual Interconnect Conference highlights companies in the Consumer, Internet & Digital Media and Software & Services verticals that we believe are most likely to win in today's rapidly changing competitive environment, as well as those most likely to redefine the investment landscape. This high-impact conference will provide investor access to companies who are defining key investment trends in these sectors and allow management teams the opportunity to meet fellow executives from companies reshaping their industries. One-on-one meetings will be available for qualified investors. This conference is by invitation only. Please contact your Needham salesperson for registration details as space will be limited.

Source: Perion Network Ltd.

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