



June 21, 2016

## **Perion Introduces Facebook Canvas Support with Unique Retargeting**

### **Extends leadership in high-impact advertising to social**

TEL AVIV, Israel and NEW YORK, June 21, 2016 /PRNewswire/ -- Perion, (NASDAQ: PERI) a global advertising technology company that delivers high-quality advertising solutions to brands and publishers, today announced that customers' advertising campaigns can now be extended through [Facebook Canvas](#), an interactive mobile-first high-impact advertising solution.

Thanks to the MakeMeReach platform, a Facebook Marketing Partner, clients can run the Canvas ad format as part of a larger high-impact campaign, extending their cross-screen advertising's reach into Facebook's platform. In addition, the company can now retarget users who have seen their high impact messages with a related ad in social environments across Facebook and Instagram.

Through the combination of the Undertone and MakeMeReach business units, agencies and advertisers will now benefit from the ability to leverage Undertone's PIXL Studios creative services in social, as well as the opportunity to re-message high-value prospects that have been exposed to Undertone's advertising campaigns within Facebook's environment and network.

"Our leadership in high impact advertising is reinforced by combining the unparalleled creative capabilities of our Undertone business with the power of our MakeMeReach platform, which enables us to debut Facebook Canvas support for our customers," said Perion CEO Josef Mandelbaum. "Our retargeting capabilities will immediately benefit advertisers and agencies seeking to more effectively engage consumers as they move across different online environments."

PIXL Studios, the creative services division of Undertone, has worked with hundreds of clients over the years -- from small agencies to large holding company divisions to brands themselves. DIGIDAY, IAB MIXX and OMMA have awarded PIXL Studios for outstanding creative work.

### **About Perion Network Ltd.**

Perion is a global 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. More information about Perion may be found at [www.perion.com](http://www.perion.com), and follow Perion on Twitter @perionnetwork.

### **About Undertone**

Undertone is a leader in high quality, cross-screen digital brand advertising at scale. We build proprietary, cutting-edge solutions for the world's leading brands, that break through the clutter and truly stand out to create Unmissable experiences. Our innovative, award-winning digital ad formats, coupled with beautifully crafted creative, engage consumers through traditional and programmatic methods on top mobile and desktop properties. Learn more at [www.undertone.com](http://www.undertone.com).

Undertone is a subsidiary of Perion Network Ltd.

### **About MakeMeReach**

MakeMeReach is a social advertising platform that helps brands and advertisers create, manage and optimize their marketing campaigns on social channels. Having received awards for its innovative technology, MakeMeReach is a recognized Marketing Partner of Facebook, Instagram and Twitter. Learn more on our tools and features at: [www.makemereach.com](http://www.makemereach.com)

MakeMeReach is a subsidiary of 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 litigation associated with such transactions, and general risks associated with the business of Perion including intense and frequent changes in the markets in which the businesses operate and in general economic and business conditions, loss of key customers, unpredictable sales cycles, competitive pressures, market acceptance of new products, inability to meet efficiency and cost reduction objectives, changes in business strategy and various other factors, whether referenced or not referenced in this press release. Various other risks and uncertainties may affect Perion and its results of operations, as described in reports filed by the Company with the Securities and Exchange Commission from time to time, including its annual report on Form 20-F for the year ended December 31, 2015 filed with the SEC on March 24, 2016. Perion does not assume any obligation to update these forward-looking statements.

**Contact Information:**

Media & Press

Eric Franchi

[eric@undertone.com](mailto:eric@undertone.com)

212.685.8000

Investor relations

Jeremy Stein

+972 (73) 398-1025

[investors@perion.com](mailto:investors@perion.com)

To view the original version on PR Newswire, visit:<http://www.prnewswire.com/news-releases/perion-introduces-facebook-canvas-support-with-unique-retargeting-300287918.html>

SOURCE Perion Network Ltd.

News Provided by Acquire Media