



August 31, 2016

Perion Adds Former Apple iAd Sales and Marketing Executives to Enhance Mobile-First Initiatives in North America

TEL AVIV, Israel & NEW YORK, Aug. 31, 2016 (GLOBE NEWSWIRE) -- Perion Network Ltd. (NASDAQ:PERI) today announced the appointment of two former iAd sales team members at Apple - Danielle Rollo and Linda Kessler - to key roles in its Undertone division. Undertone is a leader in high-impact digital advertising solutions for brands. Rollo and Kessler have been appointed to Vice President of East Coast Sales and VP of Sales, Canada, respectively. Their brand and vertical experience will further drive Undertone's position as a leader in creative-led, high impact digital brand advertising.

"Danielle and Linda, who each have exceptional expertise in innovation and an in-depth understanding of how to drive significant market growth in their respective regions, are welcome additions to our team," said Undertone Chief Revenue Officer Mike Pallad. "They'll each play a crucial role in the next phase of Undertone's growth in the markets for which they will be responsible."

Rollo joins Undertone with more than eight years of executive experience rooted in sales and advertising. Previously, she was Apple Inc. Head of Sales iAd, East, where she was responsible for furthering sales performance and focusing on customer retention initiatives while building key customer relationships. Prior to Apple Inc., Rollo lead Live Nation as their Vice President of Digital Advertising and Sponsorship.

As head of Undertone's Toronto, Canada office, Kessler will focus on driving significant market growth and building strong client relationships. She previously served as the general manager at Apple iAd in Canada and Senior Director, Partner Development at Machinima, one of the world's largest online video platforms.

Both Rollo and Kessler will be instrumental in the execution of Undertone's upcoming mobile-first sales and marketing initiatives in North America. They will report to Chief Revenue Officer Mike Pallad, who joined Undertone earlier this year and is also a former Apple Inc. executive, having served as Director of Sales at Apple Music, where he oversaw an array of integral sales, marketing and related client functions.

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, 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.

Undertone 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.

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Source: Perion Network Ltd.

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