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Perion to Participate at SM2 Innovation Summit

TEL AVIV, Israel & SAN FRANCISCO--(BUSINESS WIRE)-- Perion (NASDAQ:PERI) announced today that the company will be participating in the SM2 Innovation Summit this week in New York's Highline Stages. Perion representatives will be available for meetings throughout the two day conference.

Perion will be represented at the conference by its Grow Mobile team together with executives from Perion Lightspeed - the company's mobile app promotion division.

SM2 is a leading innovation, technology and marketing conference.

The company also attracted great interest by participants in yesterday's Mobile Media Summit, the largest mobile event series in North America, and the premiere place for mobile thought leadership. Both events are part of Advertising Week 2014.

To schedule a meeting with a Perion representative, please email elladk@perion.com.

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 our 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 app promotion platform, [Perion Lightspeed](#), enables developers to make wise decisions on where to spend advertising budgets to produce the highest yield and the most visibility. 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](#).

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