



Josef Mandelbaum, Perion CEO, to Present at Upcoming 18th Annual Needham Growth Conference in New York on Tuesday, January 12, 2016

Tel Aviv & New York – January 7, 2016 – Perion Network Ltd. (NASDAQ: PERI) announced today that Josef Mandelbaum, Chief Executive Officer of Perion, will present at the 18th Annual Needham Growth Conference in New York. The presentation will begin at 2:10 pm Eastern Time on Tuesday, January 12, 2016.

A link to the presentation and live webcast will be available on Perion's investor relations section of the company's website at www.perion.com/ir-events. The webcast will be available for replay for up to 90 days immediately following the presentation.

The conference will be held January 12 – 14, 2016 at the New York Palace Hotel, 455 Madison Avenue in New York. Mr. Mandelbaum will be available for one-on-one meetings. Please contact your Needham representative to schedule a meeting.

About Perion Network Ltd.

Perion powers innovation. Perion is a global performance-based media and Internet 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. Our leading engagement and monetization suite, [Codefuel](#), assists content publishers to create new revenue streams and helps advertisers hit targeted audiences. Our mobile marketing unit, [Growmobile](#), enables app marketers to advertise across the industry's top-performing traffic sources, increase user spend, reduce churn and improve retention through CRM engagement campaigns. Perion's most recent addition, [Undertone](#), is the leader in high-quality, cross-screen digital brand advertising at scale. Undertone's high-impact advertising formats enable brands to stand out online and engage users with stunning creative experiences on top mobile and desktop properties. More information about Perion may be found at www.perion.com, and follow Perion on Twitter @perionnetwork.

About The 18th Annual Needham Growth Conference

Needham & Company's 18th Annual Growth Conference (NGC) gives institutional investors, private equity firms and venture capitalists access to over 300 growth companies from a broad range of industries including: communications and enterprise infrastructure, healthcare, industrial technology, Internet, entertainment and consumer, semiconductors and semiconductor equipment and software and services. A key goal of the NGC is to deliver investable choices coupled with a better understanding of the rapidly changing environment in which each company operates. The NGC's early January timing makes it the perfect way to start the year, with a critical eye toward creating the ideal portfolio for 2016. This 3-day conference features public and private company presentations, Q&A sessions and 1-on-1 meetings for qualified investors. This conference is open to clients of Needham & Company, LLC only. For further information, please contact your Needham salesperson.

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