



Corporate Profile

Founded in 2000, Perion Interactive Ltd. (NASDAQ: PERI) is a digital media company that builds downloadable consumer applications that make the everyday life of its users simpler and more enjoyable. Focusing on an underserved market of second wave adopters who value their time online, Perion offers a growing portfolio of easy-to-use products. The Company's products include: IncrediMail Premium, an award winning e-mail product sold in over 100 countries in 8 different languages; Smilebox, an award winning photo social expression product and service that incorporates photos, videos and music into ecards, invitations, slideshows, digital scrapbooks, photobooks and postcards; and PhotoJoy, a photo sharing and discovery screensaver / wallpaper product.