

10 November 2014

Marimedia Ltd.
("Marimedia" or the "Company")



Raz Bar Haim Appointed as Chief Technology Officer
Former 888.com expert to lead mobile integration and expand product line

Marimedia (AIM: MARI), a provider of proprietary technology solutions for optimising online advertising revenue for website owners globally, is pleased to announce that it has appointed Mr. Raz Bar Haim, who joins the Company from 888.com ("888"), as Chief Technology Officer with immediate effect, a role that was previously under the remit of Mr. Ariel Cababie, Chief Operating Officer & Co-Founder. Mr. Cababie will continue to be responsible for overseeing technology as a whole.

Mr. Bar Haim joins the Company's senior management and will lead the integration of the new mobile offering, following the acquisition of Taptica Ltd., with Marimedia's existing web-based offering. The Company will aim to up-sell the integrated offer to publishers, which will make Marimedia a more attractive partner for publishers. He will also be responsible for developing the future product line.

Over the past ten years, Mr. Bar Haim has undertaken several roles at 888.com focusing on product R&D, project management, development and delivery. He commenced his career at 888 as Web Team Leader before becoming Group Manager, Enterprise Services where he was responsible for 888's technology backbone and development. More recently, he led the integration of Spacebar Media into 888 following its acquisition and subsequently built and directed the Social Games Unit and was also the R&D manager of 60+ for Bingo – 888's premier B2B business unit. Mr. Bar Haim was responsible for creating the mobile element post acquisition and today this is 888's flagship mobile app. Both of these business lines are multi-device applications and have processed more than £160 million payments per year.

Prior to 888.com, Mr. Bar Haim was a software developer at a number of companies, including team leader at Consist Software Solutions.

Hagai Tal, Chief Executive Officer, commented: "We're delighted to welcome Raz to Marimedia. The creation of this new position reflects the growth and transformation that is occurring within the business. We are now at an inflection point where the transition to mobile is gaining pace, and we look forward to leveraging Raz's expertise and experience in creating a world class next generation mobile and web digital advertising offer."

For further details:

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