

**22 September 2015**

**Taptica International Ltd  
("Taptica" or "the Company")**

**Change of Name Effective**

Taptica, a leading mobile user acquisition platform for advertising agencies and brands, announces that, following the Company's AGM on 20 August 2015, the Israeli Companies Registrar has formally approved the Company's name change from Marimedia Ltd to Taptica International Ltd with immediate effect.

It is expected that trading in the Company's shares under the new name and under a new TIDM (ticker), TAP (previously MARI), will take effect from 8 a.m. on 22 September 2015. The Company's ISIN number will remain unchanged.

The website address at which the information required pursuant to AIM Rule 26 is available has changed to <http://www.taptica.com/aim-rule-26/>.

**For further details:**

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