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**Global expansion with opening of office in New York**

*Melissa Dickman appointed as Regional Vice President of Sales to promote services to ad agencies and brands on East Coast*

Marimedia (AIM: MARI), a provider of proprietary technology solutions for optimising online advertising revenue for website owners globally, is pleased to announce that, through its Taptica subsidiary, it has opened an office in New York City. The Company has appointed Melissa Dickman to the newly created role of Regional Vice President of Sales to manage this office and lead the sales initiatives on the East Coast.

The new office expands the Company's presence in the US from its existing base in San Francisco and furthers the Company's strategy of targeting ad agencies and brands that are located on the East Coast. This is complemented by the recent launch of a digital advertising analytics tool for enhancing mobile advertising campaigns (as announced on 5 February 2015).

Ms. Dickman has nearly 15 years of professional experience in traditional advertising, interactive digital media, mobile and connected TV. She was previously a director of sales for a leading mobile video ad network where she was responsible for managing relationships with premier advertisers and agencies. Ms. Dickman also served as an account director at AOL, Inc. where she solved client marketing needs and packaged comprehensive media campaigns.

Hagai Tal, Chief Executive Officer of Marimedia, said: "With a permanent presence on the East Coast and a dedicated sales team, this move will enable us to leverage the increasing interest that we are receiving from New York-based ad agencies and brands. We are delighted to have Melissa spearheading this drive, and look forward to benefiting from her advertising expertise and creative and dynamic approach as we continue to grow and expand."

"I'm looking forward to leading the sales efforts for Marimedia in the region," Ms. Dickman added. "I believe the Company has a truly unique offering for brand advertisers and agencies. By working with us and utilising our proprietary technology, advertisers have a significant advantage over their competitors in precise mobile advertising."

**For further details:**

<b>Marimedia</b>	+972 9 953 2700
Hagai Tal, Chief Executive Officer	
<b>N+1 Singer – Nomad and Broker</b>	+44 20 7496 3000
Jonny Franklin-Adams, Jen Boorer	
<b>Luther Pendragon</b>	+44 20 7618 9100
Harry Chathli, Claire Norbury, Oli Hibberd, Nick Corrin	