Taboola Signs New, Five-Year Exclusive Deal with Gray Television to Power Recommendations Across Several Top-Rated Local Broadcast Properties and Digital Assets in 113 U.S. Television Markets

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Leading Television Broadcast Company Selects Taboola to Increase Engagement and Boost Monetization

NEW YORK, July 12, 2022 (GLOBE NEWSWIRE) -- Taboola (Nasdaq: TBLA), a global leader in powering recommendations for the open web, today announced a new five-year agreement with Gray Television, the largest owner of top-rated local television stations and digital assets in the United States.

Under the agreement, Gray Television will now leverage Taboola Feed across all of its digital properties, including on the Homepages of its more than 100 websites. The Taboola Feed is a seamlessly integrated feed that provides readers with personalized content, including video, for a more engaging experience. This agreement builds on a more than 9-year partnership between Taboola and Meredith Local Media, which Gray acquired on December 1, 2021.

In addition, Gray will test additional Taboola offerings including Taboola Newsroom, a technology offering that uses advanced A.I. and readership signals from more than 500 million daily active users, along with Homepage For You, a capability that helps editors power their homepages, to capture attention by leveraging Taboola's advanced A.I. and proven recommendation platform – the same technology used by over 9,000 global publishers.

"More viewers than ever before are consuming Gray's content daily across multiple platforms. We consider the experience of each user to be of greatest importance, and we made the switch to Taboola not only for their expansive technology offerings, but their commitment to supporting local journalism," said Mike Braun, SVP and Chief Digital Officer at Gray Television. "We're excited to consolidate our approach to recommendations with a trusted partner like Taboola and serve every audience member who engages with our content in a more personalized way."

"Gray is a pioneer and leader in local news that has kept pace with the ever-changing media landscape," said Adam Singolda, CEO at Taboola. "We are thankful for the vote of trust they have placed in us to power their recommendations, their expansion to use Taboola offerings across their entire organization, and the trust we have developed over a substantial 9-year relationship with Meredith's television stations. We look forward to growing and innovating together."

About Taboola
Taboola powers recommendations for the open web, helping people discover things they may like.

The company's platform, powered by artificial intelligence, is used by digital properties, including websites, devices and mobile apps, to drive monetization and user engagement. Taboola has long-term partnerships with some of the top digital properties in the world, including CNBC, BBC, NBC News, Business Insider, The Independent and El Mundo.

More than 15,000 advertisers use Taboola to reach over 500 million daily active users in a brand-safe environment. Following the acquisition of Connexity in 2021, Taboola is a leader in powering e-commerce recommendations, driving more than 1 million monthly transactions. Leading brands including Walmart, Macy's, Wayfair, Skechers and eBay are among key customers.

Learn more at www.taboola.com and follow @taboola on Twitter.

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Taboola (the "Company") may, in this communication, make certain statements that are not historical facts and relate to analysis or other information which are based on forecasts or future or results. Examples of such forward-looking statements include, but are not limited to, statements regarding future prospects, product development and business strategies. Words such as "expect," "estimate," "project," "budget," "forecast," "anticipate," "intend," "plan," "may," "will," "could," "should," "believes," "predicts," "potential," "continue," and similar expressions are intended to identify such forward-looking statements but are not the exclusive means for identifying such statements. By their very nature, forward-looking statements involve inherent risks and uncertainties, both general and specific, and there are risks that the predictions, forecasts, projections and other forward-looking statements will not be achieved. You should understand that a number of factors could cause actual results to differ materially from the plans, objectives, expectations, estimates and intentions expressed in such forward-looking statements, including the risks set forth under "Risk Factors" in our Registration Statements on Form F-1 and F-4 and our other SEC filings. The Company cautions readers not to place undue reliance upon any forward-looking statements, which speak only as of the date made. The Company does not undertake or accept any obligation or undertaking to release publicly any updates or revisions to any forward-looking statements to reflect any change in its expectations or any change in events, conditions or circumstances on which any such statement is based.

Contact
Dave Struzzi
dave.s@taboola.com