



Synacor Names Scott Bailey New Chief Operating Officer

BUFFALO, NY -- October 21, 2010 – Synacor, a market leader powering personalized homepages and online entertainment services for high-speed Internet subscribers, today announced the appointment of Scott Bailey as Chief Operating Officer. Bailey is an accomplished business leader with demonstrated success in digital cable and media.

“My challenge is to build upon the foundation Synacor has created to provide additional direction and solutions to our clients and their customers—all with an eye towards delivering best-in-class media experiences on any platform,” explained Bailey. “In an evolving industry experiencing significant movement in media consumption, business models, and devices, Synacor possesses the expertise to navigate these disruptive waters for our clients.”

Most recently, Bailey served as Senior Vice President at Comcast Interactive Media where he led Operations, Marketing, Strategy, Monetization, and Business Development for Comcast.net. Prior to Comcast, Bailey managed a combined portfolio for Turner Broadcasting System’s (TBS) Turner Sports Interactive, including NASCAR.com, PGATour.com, and PGA.com.

“Scott Bailey’s focused industry expertise and proven business achievements will be tremendous assets to Synacor,” said Ron Frankel, President and CEO of Synacor. “His knowledge will help Synacor to continue to provide our valued customers with the best possible Web experiences.”

Bailey led a team that won a 2003 Emmy Award for “Outstanding Achievement in Advanced Media Technology,” which was the first time an Emmy was awarded to a website in the history of the Academy. Similarly, they were nominated for two Emmy Awards in 2004 for NASCAR.com products for “Outstanding Achievement for Enhanced Television.” In 2007, Mr. Bailey was recognized in Sports Business Journal as one of “The 20 Most Influential: In Online Sports.” He graduated with a B.A. from Bowling Green State University in Bowling Green, OH.