



## **Synacor And HBO® Sign Integration Services Deal For Network's New Broadband Initiatives HBO GO and MAX GO**

**BUFFALO, NY – December 14, 2010** – Synacor, a market leader powering personalized homepages and online entertainment services for high-speed Internet subscribers, today announced it has signed a deal with [http://www.dishnetwork.com/Home Box Office, Inc. \(HBO\)](http://www.dishnetwork.com/HomeBoxOffice) that will allow Synacor to offer integration services for the network's new broadband initiatives, HBO GO and MAX GO. Under the agreement, Synacor will work directly with their affiliate partners that distribute HBO to integrate back-end ID management technology, including billing systems integration, authentication and entitlement services.

HBO GO and MAX GO are the latest additions to HBO's digital offerings, providing free, unlimited online access to over 1,200 hours of HBO and Cinemax streamed programming at any time, from any U.S. location with a broadband connection. Programming content includes HBO acclaimed original series, HBO Films, miniseries, documentaries, HBO Sports and box office hits; and the biggest Hollywood blockbusters, indies, cult favorites and MAX After Dark series on Cinemax. In addition, the services include exclusive and bonus materials, soundtracks and cast information.

"We are excited to help accelerate deployment of HBO GO and MAX GO to millions of online consumers nationwide," said Ron Frankel, CEO of Synacor. "Together with HBO we are creating a new generation of media consumption, in which subscribers can watch premium programming on demand."

### About Home Box Office

Home Box Office, Inc. is the premium television programming subsidiary of Time Warner Inc., providing two 24-hour pay television services – HBO® and Cinemax® – to approximately 41 million U.S. subscribers. The services offer the most popular subscription video-on-demand products, HBO On Demand® and Cinemax On Demand<sup>SM</sup> as well as HBO GO<sup>SM</sup> and MAX GO<sup>SM</sup>, HD feeds and multiplex channels. Internationally, HBO branded television networks, along with the subscription video-on-demand products HBO On Demand and HBO Mobile®, bring HBO services to over 60 countries. HBO programming is sold into over 150 countries worldwide.