



## Synacor and Grande Communications to Deploy TV Everywhere Services as Part of Synacor “TV Everywhere for Everyone” (TVEE) Campaign

### Synacor and Grande TVEE News Timed to CTAM in New York

**BUFFALO, NY and NEW YORK, NY – October 5, 2011** – Synacor, the market leader powering next-gen portals and TV Everywhere (TVE) services reaching over 30 million high-speed Internet subscribers, today announced an agreement to deploy TV Everywhere services with Grande Communications. Grande serves over 125,000 customers in six markets across Texas.

When the services launch later this year as part of Synacor's newly announced "TV Everywhere for Everyone" campaign -- helping small and mid-sized independent operators quickly become TVE-ready -- Grande subscribers will have access to TV Everywhere content at [www.MyGrande.net](http://www.MyGrande.net) and on TVE-ready programmer websites.

"Consumer demand for TV Everywhere is escalating. Parks Associates reports upwards of 30% of broadband consumers want TVE, and a full third would switch from their current pay-TV company to a provider offering TVE for free," said Ron Frankel, President and CEO of Synacor. "Synacor's TVE expertise and our new rapid-launch 'TV Everywhere for Everyone' solution will enable Grande Communications to offer their subscribers the most enjoyable, hassle-free TVE experience possible. We're thrilled to be working with Grande."

"Delivering TV Everywhere to every one of our subscribers is a top priority," said Matt Murphy, President of Grande Communications. "We hear every day from customers who want the flexibility and convenience to watch their favorite programming whenever and wherever they may be. Synacor's rapid-launch TVE platform is truly a turn-key offering and is crucial to meeting our immediate business goals and satisfying our subscriber base."

Synacor has completed integrations with 24 authenticated pay-TV channels and more than 30 free channels delivering TV shows and movies. (Note to Editors: List of MVPD and Programmer TVE deployments by Synacor available upon request.) Synacor specializes in the TVE Search and Discovery experience based on metadata as well as providing mediation and authentication, providing a hassle-free, enjoyable TVE subscriber experience across multiple laptop, tablet, and mobile smart devices.

Synacor is the author of the widely-read TV Everywhere white paper: "TVE 101: a Guide for MVPDs and Programmers." For more information about Synacor's TV Everywhere services available to Tier-1, 2 and 3 operators and its TVEE campaign, visit [www.synacor.com](http://www.synacor.com). To request an invitation to Synacor's upcoming "TVE for Everyone" Webinar Series, email [tvee@synacor.com](mailto:tvee@synacor.com).

#### About Synacor

Synacor powers next-gen portals and TV Everywhere services reaching over 30 million high-speed Internet subscribers worldwide. Synacor clients -- cable, telecom, and satellite providers, and consumer electronics companies -- use Synacor's best-of-breed technology solutions to deliver video, news, gaming, sports and other value-added services, including Geek Squad technical support, across multiple digital platforms. Synacor's innovative technology platforms enable its partners to quickly adapt to the evolving online landscape, driving consumer engagement and generating new revenues through search, content distribution, advertising, value-added services and e-commerce. Synacor is headquartered in Buffalo, NY. For more information please visit [www.synacor.com](http://www.synacor.com).

#### About Grande Communications

Grande Communications is a Texas-based broadband communications company that offers a full suite of Internet, TV and Phone services for residential and business customers through its state-of-the-art, high-capacity, hybrid fiber-optic network. Since its launch ten years ago, Grande has offered Texans a real choice in entertainment and communications providers plus outstanding local customer and technical support. Grande proudly serves the following communities: Austin, Corpus Christi, Dallas, Midland, Odessa, San Antonio, San Marcos and Waco.