



Synacor to Offer Best Buy Geek Squad Support Services to Distribution Partners: Enhances Subscriber Experience Resulting in Increased RPU and Stickiness

Hassle-Free Service Provides Help From Geek Squad Agents 24/7 via Online Chat, Remote Support or Over the Phone

BUFFALO, NY – August 10, 2011 – Synacor, the market leader powering next-gen portals and online entertainment services for high-speed Internet subscribers, today announced it will offer Geek Squad Support assistance from Best Buy® (NYSE: BBY) to its telecom and MVPD clients.

With a Geek Squad Support subscription, Geek Squad Agents will be available to telecom and MVPD client customers 24/7 via online chat, remote or over the phone to provide common computer fixes such as virus removal; operating system and software installation and repair; and troubleshooting assistance for computer-related issues.

"Our cable, satellite, telco and consumer electronics clients provide world-class support to their customers for access to the internet. Yet there are times when customers need extra help with their own computer setup," said Theodore May, senior vice president of Synacor. "Best Buy's Geek Squad is unmatched in customer care and support. Subscribers will be happy. And our MVPD clients will be happy with the resulting increases in RPU and customer stickiness."

Geek Squad Agents have completed hundreds of hours of technical, customer service and data privacy training, as well as years of hands-on experience. The average Agent has four or more years of experience and holds at least one certification.

"We're excited about working with Synacor to provide MVPD customers an opportunity to enjoy an ongoing relationship with Geek Squad on their terms," said George Sherman, senior vice president of Services at Best Buy. "With this service, people can contact us when they want, in the way they feel most comfortable -- online or over the phone."