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Synacor Expands Agreement With BendBroadband to Offer Additional TV Everywhere Programming to Its Subscribers

BUFFALO, N.Y. and BEND, Ore., Nov. 14, 2012 (GLOBE NEWSWIRE) -- Synacor, Inc. (Nasdaq:SYNC), leading provider of next-gen startpages, TV Everywhere solutions and cloud-based services across multiple devices for cable, satellite, telecom and consumer electronics companies, today announced an expanded agreement with BendBroadband, a regional technology leader in broadband video, data and communication services, to offer additional TV Everywhere offerings to subscribers.

With the new agreement, Synacor will provide TV Everywhere services and authentication for Hallmark Channel, Fox News, Fox Business Channel, ESPN3 and Pac-12 Networks, allowing BendBroadband subscribers to access more content online than ever before.

Synacor also provides authentication for HBO GO and MAX GO, giving BendBroadband subscribers free online access to HBO and Cinemax content, as well as NBCUniversal, CNN, TBS, TNT, truTV, Cartoon Network, Adult Swim and Hulu, at any time, wherever they are.

"Our customers are driving our initiatives with Synacor," explained BendBroadband Director of Marketing, Mark Hobbs. "Our customers want the freedom to watch their favorite programs whenever and wherever they choose. The TV Everywhere service from Synacor satisfies our customers' demand for more content on more devices."

Synacor, having provided TV Everywhere services to several cable operators for March Madness, the 2010 Vancouver Winter Olympics and the 2012 London Summer Olympics, has completed integrations with numerous pay-TV providers, as well as many pay-TV channels and more than 30 free. [Pay-TV providers include Charter, DISH Network, Mediacom, MetroCast, Midcontinent, Suddenlink and WOW! among others. Integrations include HBO GO, MAX GO, NBCUniversal, CNN, TBS, TNT, truTV, Cartoon Network, Adult Swim, Epix, Fox, Speed2, BigTen and a number of other TV channels.]

"TV Everywhere is transforming the pay-TV industry, especially the expectations of pay-TV subscribers, who want fun and relevant content delivered to them without any limitation of time, space or device. This is the direction subscribers are going—and fast—and therefore the direction the entire industry is moving. BendBroadband is an example of the kind of forward-thinking company leading the charge by quickly expanding the TVE programming available to their subscribers," said Michael Bishara, Synacor VP and General Manager of TV Everywhere. "By selecting Synacor, BendBroadband can be confident they'll deliver the latest TVE content and services to their subscribers across multiple devices."

Synacor's white-label TV Everywhere solution includes video aggregation, mediation, and single sign-on authentication, as well as back-office integrations with cable operators' rights, I.D., and billing systems. Synacor's exhaustive metadata allows consumers quick and seamless access to content that's most relevant to them, ensuring an easy and enjoyable search and discovery experience.

For more information on Synacor's TV Everywhere offerings, please visit synacor.com or email tellmore@synacor.com.

About Synacor

Synacor's customer-branded platform enables cable, satellite, telecom and consumer electronics companies to deliver TV Everywhere, digital entertainment, services and apps to their end-consumers, strengthening those relationships while monetizing the engagement. Synacor is headquartered in Buffalo, NY. For more information, visit synacor.com. Integrate. Authenticate. Engage.

The Synacor logo is available at <http://www.globenewswire.com/newsroom/prs/?pkgid=11609>

About BendBroadband

BendBroadband is a family-owned, local company serving Central Oregon since 1955. A leader in the cable and broadband sectors, the company offers an extensive range of broadband, fiber connectivity, television and telephone services for commercial and residential customers. Central Oregon facilities include more than 1500 miles of fiber and coax infrastructure and wireless facilities which cover all Central Oregon communities. Services include metropolitan optical Ethernet, T-1/PRI and hosted PBX services. High-speed Internet options provide speeds up to 100 Mbps, with 1 GigE offerings available. The

company serves rural customers over a 4G LTE fixed-wireless network, one of a few such broadband networks in the nation. In 2011, the company opened the BendBroadband Vault, a Tier III, SSAE 16, LEED Gold-certified data center with hosted storage for primary site and disaster recovery needs, equipment colocation and managed services.

BendBroadband was among the first companies in the United States to convert to a 100% digital video signal and offers a spectrum of video services, including multi-room DVR and TV Everywhere service "bendbroadband2go" to tablets and mobile devices. BendBroadband focuses its corporate contributions and sponsorship efforts on youth, and by supporting an array of arts and entertainment in Central Oregon. In the community, BendBroadband provides extensive local sports coverage, civic programming and local features created and produced by Zolo Media for KBNZ, CBS for Central Oregon on channel 6 and 606HD, and COTV, channel 11 and 611HD.

For additional information, please visit bendbroadband.com/2go and www.bendbroadbandvault.com.

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