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Synacor Completes Email Migration for Tesco Broadband

Relationship With Tesco Broadband Through Global Telecoms Leader, Cable & Wireless Worldwide

BUFFALO, N.Y. and WARRINGTON, UK, Dec. 11, 2012 (GLOBE NEWSWIRE) -- Synacor, Inc. (Nasdaq:SYNC), provider of millions of email boxes worldwide and the leading provider of next-gen startpages, TV Everywhere solutions and cloud services across multiple devices for cable, satellite, telecom and consumer electronics companies, today announced it has completed email migration for Cable & Wireless Worldwide's customer Tesco Broadband, the broadband division of the UK's largest retailer. All of Tesco's active email accounts are now operational using Synacor's Cloud Email Platform.

"We're thrilled to work with Tesco Broadband and to have successfully migrated them to our cloud e-mail service. We demonstrated our ability to manage a customer in the UK and our commitment to grow Synacor's customer base globally," said George Chamoun, Synacor co-founder and EVP.

Tesco's new email platform from Synacor is customizable and provides a webmail client that has the rich functionality of a desktop client, including functions consumers expect to find in a leading messaging experience (spam and abuse protection, expansive storage, advanced message search, address book and calendar options), creating a complete communication suite. Synacor's end-to-end email platform offers home, business or power users a robust, easy-to-use email solution.

"We're delighted to work with Synacor through our relationship with Cable & Wireless Worldwide," said Anthony Vollmer, Tesco International Telecoms & UK Broadband Director. "By using Synacor's highly reliable service, we're able to deliver a robust, customizable and secure offering that gives our users a comprehensive, enjoyable and safe email experience."

Recently reported in [eMarketer](#), more than 90% of Internet users still prefer email as their choice form of communication—underscoring that email remains the preferred method of electronic communication. Synacor's cloud email solution offers a feature-rich interface with added user benefits like integrated voicemail, expansive storage and the ability to access Facebook and Twitter—all from one location. Synacor's best of breed solution includes partnerships with companies like Zimbra, Cloudmark, Return Path, Spamhaus and Scalify to deliver a trusted and proven cloud service.

For more information on Synacor's cloud services, TV Everywhere and more, please visit www.synacor.com or email tellmemore@synacor.com.

About Synacor

Synacor's white-label platform enables cable, satellite, telecom and consumer electronics companies to deliver TV Everywhere, digital entertainment, cloud-based services and apps to their end-consumers across multiple devices, strengthening those relationships while monetizing the engagement. Synacor (Nasdaq:SYNC), 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>

CONTACT: Michael Zema

(212) 445-8181

mzema@webershandwick.com