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Synacor Launches Startpage Experience for Lenovo PCs

Startpages Initially Available in US, Then to be Launched Globally

BUFFALO, N.Y., Dec. 12, 2012 (GLOBE NEWSWIRE) -- Synacor, Inc. (Nasdaq:SYNC), leading provider of next-gen startpages, TV Everywhere solutions and cloud-based Identity Management (IDM) services across multiple devices for cable, satellite, telecom and consumer electronics companies, today announced with Lenovo, a global leader in PCs and mobile Internet devices, the successful launch of Lenovo's startpage experience for consumers on Lenovo PCs.

Lenovo's startpage is where consumers access video, breaking news, games, social media and more, giving Lenovo an opportunity to market and monetize that content, as well as to strengthen Lenovo's customer relationships after the initial PC sale.

"Lenovo is dedicated to delivering exceptional value to our customers from the time they come to our website, when they purchase a PC and afterward through service and support," said Sean Popen, director of global interactive marketing, Lenovo. "Synacor's startpage on Lenovo is one new way to deliver value-laden content like videos, games and social media."

For Synacor, the Lenovo agreement marks the addition of another worldwide leader to Synacor's growing Consumer Electronics line of business.

"We're delighted to be working with Lenovo," said Ron Frankel, Synacor CEO. "We're excited to have the Synacor platform serving as the startpage experience for Lenovo PC customers where they can access their favorite content and services, building stronger bonds with Lenovo even after they've purchased their laptops."

For more information on Synacor's startpage, Cloud ID Management and TV Everywhere offerings, please visit 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>

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