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Synacor and Zynga Partner to Make In-Game Currency and Access to Popular Zynga Games Available for Consumers With Premium Pay-TV and Internet Subscriptions

Partnership Enables Pay-TV and High Speed Internet Providers to Package In-Game Currency With Triple Play or Internet Offerings

BUFFALO, N.Y. and SAN FRANCISCO, Dec. 4, 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 a partnership with Zynga (Nasdaq:ZNGA), the world's leading provider of social game services, to make Zynga game currency available to pay-TV and high-speed Internet providers as part of their consumer bundles. The partnership will enable them to expand their video, telephony, and high-speed Internet subscription offerings to include access to Zynga games from their online start pages.

Synacor will enable MVPDs to deliver a wide range of online products and services, in addition to TV Everywhere, to their pay-TV subscribers. Through its first-ever partnership with Zynga, pay-TV subscribers of participating MVPDs will be able to receive in-game currency each month as a part of their subscription that can be redeemed in their favorite Zynga games including *Zynga Poker*, *Words With Friends*, *FarmVille2*, *ChefVille*, *CityVille*, *Bubble Safari* and *Ruby Blast* among others.

"TV Everywhere is raising awareness of the value of authentication. It facilitates an evolving definition of the breadth of offerings MVPDs are capable of delivering to their consumers. Games are an important extension, and Zynga's leadership in social games makes it an ideal partner. Synacor is delighted to be working with Zynga, and this partnership will build upon an ecosystem that continues to expand the definition of the bundle for our customers," said Ron Frankel, Synacor CEO. "Partnerships such as these, where pay-TV subscribers get even more benefits and entertainment from their subscriptions, are redefining the bundle, and we are confident the foremost programmers and content providers will see value in this subscriber-friendly approach."

Players will be able to use in-game credits to enhance their game play and unlock additional options such as Power-Ups, energy and decorative items in their favorite Zynga games across multiple platforms including Facebook, Zynga.com, and Google+.

"Zynga is always looking for innovative opportunities to deliver the best value in entertainment for its new and existing players," said Barry Cottle, Chief Revenue Officer for Zynga. "Our partnership with Synacor will enable us to offer additional value to premium pay-TV subscribers with in-game currency while providing easy navigation to their favorite Zynga games directly from their PC home screens."

For more information on Synacor's TV Everywhere solutions and Value Added Services, 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>

About Zynga

Zynga Inc. is the world's leading provider of social game services with 311 million monthly active users playing its games, which include *Zynga Poker*, *Words With Friends*, *Scramble With Friends*, *Gems With Friends*, *Draw Something*, *FarmVille2*, *ChefVille*, *CityVille*, *Bubble Safari* and *Ruby Blast*. Zynga's games are available on a number of global platforms, including Facebook, Zynga.com, Google+, Tencent, Apple iOS, and Google Play. Zynga is headquartered in San Francisco, California.

Forward-Looking Statements

This release contains forward-looking statements relating to, among other things, the partnership between Synacor and Zynga; the continued success of Zynga's games, platform and network generally; and Zynga's future operational plans for its business. The success of the matters covered by such forward-looking statements involves risks. Actual results could differ materially from those predicted or implied. Factors that could cause or contribute to such differences include, among other things, changes in player interests, Zynga's relationship and agreements with Facebook or the Facebook platform. More information about the risks Zynga faces is included in its quarterly and annual reports filed with the SEC, copies of which may be obtained at <http://investor.zynga.com> or the SEC's web site at www.sec.gov. Undue reliance should not be placed on the forward-looking statements in this release. Zynga assumes no obligation to update such statements.

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