



Marwan Fawaz and Gary Ginsberg Named to Synacor Board of Directors

Synacor appoints Marwan Fawaz and Gary Ginsberg to board of directors.

BUFFALO, NY and NEW YORK, NY - January 4, 2012 - Synacor, the Entertainment Everywhere Platform powering next-gen portals and TV Everywhere (TVE) services, today announced the appointment of Marwan Fawaz and Gary Ginsberg to Synacor's board of directors. Their collective experience comprises world-class companies including Charter Communications, Time Warner, News Corporation, and more.

"I'm thrilled to have Marwan and Gary join our board of directors," said Ron Frankel, Synacor CEO. "Their singular experiences, leadership skills and collective expertise with key service and content providers will be invaluable to Synacor as we prepare for a potential IPO, continue to deliver the Synacor Platform to cable, satellite, telco and consumer electronics companies, and in our campaign to bring TV Everywhere to everyone."

A principal at Fawaz Consulting Services, Marwan Fawaz is a communications and tech veteran with valuable insight into customer needs from his experience as an executive officer in the cable industry. While at Charter, one of Synacor's largest customers, Fawaz served as executive vice president strategy and chief technology officer. Prior to that, Fawaz served as senior vice president and chief technical officer for Adelphia Communications Corporation, and as technology analyst at Vulcan Investment.

Gary Ginsberg brings fundamental operational and management experience to Synacor, having served as an executive for media giants, Time Warner and News Corporation. Ginsberg has held the position of executive vice president of corporate marketing and communications at Time Warner since February 2010. Prior to that, Ginsberg served as the executive vice president at NewsCorp. He also has been a managing director at strategic consulting firm Clark & Weinstock, a senior editor and counsel at the monthly magazine, George, and a former assistant counsel to President Clinton.

For more information on Synacor and its TV Everywhere services including "TV Everywhere for Everyone," please visit <http://www.synacor.com> or email [tvee\(at\)synacor\(dot\)com](mailto:tvee(at)synacor(dot)com).

About Synacor

Synacor is the Entertainment Everywhere Platform powering next-gen portals and TV Everywhere services reaching more than 21 million high-speed Internet subscribers worldwide. Synacor clients-including cable, telecom, satellite and consumer electronics companies-use Synacor's Platform to deliver TV shows, movies, music, news, games, sports, email, tech support and other value-added services to their end-customers, across multiple connected devices. Synacor's technology solutions enable its partners to quickly adapt to the evolving online landscape, driving consumer engagement and generating new revenues through search, content distribution, advertising, value-added services and e-commerce. Synacor is headquartered in Buffalo, NY.