



Synacor Increases Availability of TV Everywhere for Consumers Through Expanded Agreement with Award-Winning WOW!

Synacor continues momentum of TV Everywhere for Everyone (TVEE) campaign by offering WOW! customers premium content wherever they are

BUFFALO, NY - January 5, 2012 - Synacor, the Entertainment Everywhere Platform powering next-gen portals and TV Everywhere (TVE) services, announced today it has expanded its agreement with WOW!, a competitive provider of high-speed Internet, cable TV and phone, to offer TV Everywhere services to customers in Illinois, Michigan, Indiana, and Ohio. Synacor will provide authentication for WOW!'s HBO GO service, giving WOW!'s HBO subscribers free, unlimited access to HBO content at any time, wherever they are.

"Our customers are telling us they want their TV everywhere, and Synacor is helping us deliver on that demand, providing movies, TV shows, music, news, games, sports and more, right on their WOW! homepage," said Cathy Kuo, Chief Marketing Officer of WOW! "Giving customers a single connected location for all their entertainment and online services is a critical part of delivering a customer experience that lives up to our name."

The recipient of several customer satisfaction honors from organizations including Consumer Reports and J.D. Power and Associates, WOW! has been working with Synacor since 2004 to power the website used by WOW! customers as their default homepage. Synacor also provides an email solution for WOW! that is robust, customizable, and secure, as well as voicemail integration for customers.

"We greatly admire WOW! and are delighted WOW! has expanded its relationship with Synacor," said Synacor CEO Ron Frankel. "As TV Everywhere demand escalates, Synacor continues its 'TV Everywhere for Everyone' campaign to hasten TVE adoption and assist cable operators in increasing customer satisfaction and loyalty among their subscribers, while also increasing ARPU. WOW!'s continued work with Synacor ensures their subscribers will get the services they demand whenever and wherever they want."

Synacor's white label TV Everywhere solution includes video aggregation, mediation, and single sign-on authentication, comprising 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.

Synacor is the author of the widely-read TV Everywhere white paper: "TVE 101: a Guide for MVPDs and Programmers." For more information on Synacor's 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 over 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, N.Y.

About WOW!

WOW! is one of the nation's leading providers of high-speed Internet, phone, and cable TV serving communities in Illinois, Michigan, Indiana, and Ohio since 1996. The company is dedicated to delighting their customers with friendly, quality service at affordable prices. WOW! is privately owned by Avista Capital Partners.?