



Michael Bishara Joins Synacor as Vice President and General Manager of TV Everywhere

BUFFALO, N.Y., March 22, 2012 (GLOBE NEWSWIRE) -- Synacor, Inc. (Nasdaq:SYNC), provider of the leading technology platform enabling cable, satellite, telecom and consumer electronics companies to authenticate their consumers and deliver digital entertainment, TV Everywhere, and online services, today announced it has hired Michael Bishara as vice president & general manager of TV Everywhere. Bishara brings to Synacor a wealth of knowledge in TV Everywhere and vast experience from HBO, Time Inc. and AT&T.

"We are excited to have Michael Bishara, a TV Everywhere expert, join Synacor as we continue rolling out our technology platform to MVPDs, wireless carriers, consumer electronics manufacturers and programmers," said Ron Frankel, Synacor CEO. "With more than [30 million households](#) expected to use TV Everywhere by 2016, Michael's expertise will ensure Synacor's customers have all the content, apps and services they need to deliver breakthrough user experiences and to become increasingly valuable to their subscribers."

Prior to his current position, Bishara was senior vice president, HBO Broadband / Digital Group where he was responsible for the overall strategy, development and rollout of broadband products, including HBO GO. Prior to HBO, Bishara worked at Time Inc. and AT&T in marketing and product leadership roles.

"I'm thrilled to be joining Synacor at such an exciting time for TV Everywhere as we help accelerate adoption across the industry and among pay-TV subscribers," said Bishara. "There is tremendous opportunity to grow awareness about and demand for TV Everywhere by building audiences around branded online content and by understanding swiftly evolving consumer behavior and technologies. I look forward to working with Synacor and our customers to deliver TV Everywhere across myriad connected devices."

In 2010, Bishara was named by *Multichannel News* editors as one of the *Visionaries, Innovators, Power Brokers: 40 Under Forty* for helping HBO grow and succeed as he oversaw the development and rollout of innovative products like HBO GO, which has become an industry benchmark, helping to shape the future of TV/media.

For more information on Synacor and its TV Everywhere services including "TV Everywhere for Everyone," please visit synacor.com or email tvee@synacor.com.

About Synacor

Synacor's customer-branded platform enables cable, satellite, telecom and consumer electronics companies to deliver TV Everywhere, digital entertainment, services and apps to their end-consumers, strengthening those relationships while monetizing the engagement. Synacor 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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