



## Synacor and Turner Broadcasting Partner to Expand TV Everywhere Initiative

### Synacor and Turner Collaboration Provides Authenticated Access to 2012 NCAA Division I Men's Basketball Championship

BUFFALO, N.Y. and ATLANTA, March 2, 2012 (GLOBE NEWSWIRE) -- Synacor (Nasdaq:SYNC) and Turner Broadcasting System, Inc., have joined forces to enable authorized pay-TV customers web access to live, authenticated 2012 NCAA Division I Men's Basketball Tournament games. Synacor also will integrate Turner's embed video player into select operator portals, providing subscribers with an enhanced online content experience. The collaboration between Turner and Synacor will make it possible to bring the authenticated live games from Turner networks to a broader group of affiliates.

"Our goal with Synacor is to create flexible approaches to authentication, enabling more content to distributors who chose to utilize their platform," said John Harran, vice president, business development & multi-platform distribution for Turner Broadcasting. "With Synacor, we can deliver rapid-deployment solutions that allow cable, satellite and telco providers the ability to offer their subscribers authorized access to our popular programs, including the NCAA Division I Men's Basketball Championship, on a larger scale than ever before."

"Synacor's technology platform is perfectly suited to delivering rapid-deployment solutions for authorized, live linear access to the NCAA Division I Men's Basketball Championship," said Scott Bailey, Synacor COO. "Synacor is pleased to partner with Turner Broadcasting to help them extend TV Everywhere into more homes and to more consumers."

#### 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](http://synacor.com). Integrate. Authenticate. Engage.

The Synacor logo is available at <http://www.globenewswire.com/newsroom/prs/?pkgid=11609>

#### About Turner Broadcasting

Turner Broadcasting System, Inc., a Time Warner company, creates and programs branded news; entertainment; animation and young adult; and sports media environments on television and other platforms for consumers around the world.

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