



Synacor's Integration With ARRIS Enhances BendBroadband's Alpha and WOW!'s Ultra TV Subscriber Experience by Offering More Subscriber Control Over Their Home Media Gateways

WOW! and BendBroadband Subscribers Can Now Schedule, Cancel and Control Their Favorite Show Recordings From Web Browsers on Multiple Devices

BUFFALO, N.Y., March 30, 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 integrated its platform with ARRIS' Whole Home Solution, making it easier for BendBroadband and WOW! subscribers to manage their DVRs either at home or while away. With Synacor's ARRIS Whole Home Solution integration, subscribers can schedule and cancel recordings, check local listings, manage Parental Control settings, and more from any PC or Mac laptop. Also, Synacor's ARRIS' integration is support-ready for smartphone and tablet apps.

"Today's consumers are more connected than ever and want the convenience of managing their pay-tv content from wherever they are," said George Chamoun, Synacor Co-Founder and EVP. "We are continually striving to offer solutions that allow our cable, satellite and telecom customers to offer their subscribers personalized control over and access to their favorite shows from multiple devices—strengthening the relationships between our customers and their subscribers."

From web browsers (Safari, IE, Chrome, Firefox), Synacor's integration with ARRIS enables BendBroadband Alpha and WOW! Ultra TV subscribers to

- Schedule and cancel recordings;
- Delete completed recordings from the DVR hard drive;
- Manage series recordings;
- Change TV App settings;
- Change Caller ID on TV settings;
- Manage Parental Control settings; and
- Manage channel and guide favorites.

Synacor also is working with BendBroadband and WOW! on TV Everywhere initiatives including subscriber authentication for HBO GO, MAX GO and Turner's TVE content, offering subscribers free, unlimited access to content anytime, anywhere, across multiple devices.

Synacor's solution can be deployed for pay-TV providers already using ARRIS' Whole Home Solution, or pay-TV providers using other DVR and gateway solutions. For more information on Synacor and its solutions and services including TV Everywhere, 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>

About BendBroadband

BendBroadband is a family-owned, local company serving Central Oregon since 1955. A leader in the cable and broadband sectors, the company offers an extensive range of broadband, fiber connectivity, cable television and telephone services for commercial and residential customers. Central Oregon facilities include more than 1500 miles of fiber and coax infrastructure and wireless facilities which cover all Central Oregon communities. Services include metropolitan optical Ethernet, T-1/PRI and hosted PBX services. High-speed Internet options provide speeds up to 100 Mbps, with 1 GigE offerings available. The company serves rural customers over a 4G LTE fixed-wireless network, one of a few such broadband networks in the nation. In

2011, the company opened the BendBroadband Vault, a Tier III, SSAE 16, LEED Gold-certified data center with hosted storage for primary site and disaster recovery needs, equipment colocation and managed services.

BendBroadband was among the first companies in the United States to convert to a 100% digital video signal and offers a spectrum of video services, including multi-room DVR and TV Everywhere service to tablets and mobile devices. BendBroadband focuses its corporate contributions and sponsorship efforts on youth, and by supporting an array of arts and entertainment in Central Oregon. In the community, BendBroadband provides extensive local sports coverage, civic programming and local features created and produced by COTV, channel 11 and 611.

About WOW!

WOW! is one of the nation's leading providers of high-speed Internet, cable TV and phone, 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.

CONTACT: Michael Zema

(212) 445-8181

mzema@webershandwick.com