



Synacor Partners With Midcontinent to Bring TV Everywhere Including HBO GO and MAX GO to Subscribers

Announcement Reflects Momentum in Synacor's TV Everywhere for Everyone (TVEE) Campaign to Accelerate TV Everywhere Deployment Across the U.S.

BUFFALO, N.Y., April 24, 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 reached an agreement with Midcontinent, the Upper Midwest's leading provider of data, video, phone and cable advertising services, to offer Midcontinent's subscribers TV Everywhere solutions including HBO GO and MAX GO.

Midcontinent customers who subscribe to HBO and/or Cinemax will now have unlimited access to the corresponding new online services at any time, on any computer in the U.S. with a high-speed Internet connection, as well as iPad®, iPhone®, iPod touch®, select Android™ devices and platforms such as Samsung Smart TV™, Roku and XBOX.

"Midcontinent is dedicated to creating high-quality services for our customers, and Synacor is a vital part of our TV Everywhere offering," said Midcontinent President and CEO Pat McAdaragh. "By partnering with Synacor to bring a wide array of premium content wherever subscribers are, Midcontinent is offering our customers more value and a better overall experience."

Synacor also powers [Midcontinent's subscriber homepage](#) (Midco.net), and offers access to services, content and news from a central, customizable hub. With Synacor, Midcontinent gives access to additional video content from providers like Showtime, Hulu and Vevo.

"HBO GO has been [downloaded more than 6 million](#) times since its launch last spring, and is clearly a service subscribers are demanding," said Michael Bishara, Synacor VP and General Manager of TV Everywhere. "We're delighted to partner with Midcontinent, enabling them to offer their subscribers outstanding TV Everywhere experiences including HBO GO and MAX GO. It's a thrill to help Midcontinent offer even greater subscriber value."

Synacor's white-label TV Everywhere solution includes video aggregation, mediation, and single sign-on authentication, as well as 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, having provided TV Everywhere services for a number of cable and satellite customers, has completed integrations with 24 authenticated pay-TV channels and more than 30 free. [Dish Network, Charter, Suddenlink, Mediacom, and WOW! among others. Integrations include HBO GO, Max GO, CNN, TBS, TNT, tru TV, Cartoon Network, Adult Swim, Epix, CEG (E!, Style, G4), Fox, Speed2, BigTen and a number of other TV channels.]

For more information on Synacor's 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>

About Midcontinent Communications

Midcontinent Communications is the Upper Midwest's leading provider of data, video, phone and cable advertising services for over 275,000 residential and business customers in North and South Dakota, Minnesota and Wisconsin.

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