



Synacor's Jaafer Haidar to Speak at the New York Technology Council's U.S. Department of State Event Wednesday, April 4, 2012, United Nations Plaza

HTML5, Mobile and Multi-Screen Strategy Expert Will Address the Current State and Future of Digital Media

BUFFALO, N.Y. and NEW YORK, April 3, 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 its Vice President, Mobile and Multi-Screen Strategy, Jaafer Haidar, will be addressing the New York Technology Council's U.S. Department of State Event at 3 p.m. on Wednesday, April 4, at United Nations Plaza, New York.

By request of the U.S. Department of State, The New York Technology Council panel will present to an assemblage of foreign journalists, giving an overview of the domestic technology industry, emphasizing digital media. Haidar, expert and visionary in HTML5, mobile, cloud, and multi-device strategy, will discuss Synacor's role driving digital media and TV Everywhere acceleration, as well as future trends. Other speakers will include Kimber Myers, Director of Partnerships for [GetGlue](#), and Rod Smith, VP of Emerging Technologies for [IBM](#). Donn Morrill, Executive Director of the [New York Technology Council](#), will moderate the panel.

Haidar was previously co-founder and CEO of Carbyn, an HTML5 platform that seamlessly delivers apps, games, email and storage in one unified experience across Net-connected devices.

For more information on Synacor's HTML5, mobile, cloud, multi-device, and 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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