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Synacor and Comcast Spotlight Announce Agreement for Online Ad Sales Expanding Local Market Reach for Advertisers

BUFFALO, N.Y. and PHILADELPHIA, Sept. 19, 2012 (GLOBE NEWSWIRE) -- Synacor, Inc. (Nasdaq:SYNC), leading provider of next-gen portals and TV Everywhere solutions, and Comcast Spotlight, the advertising sales division of Comcast Cable, today announced an agreement that will make it easier for advertisers to reach local online audiences through a single point of contact.

Under the agreement, Comcast Spotlight will have the ability to sell advertising inventory on [Synacor-managed web portals](#) in areas where Comcast Spotlight also sells local spot television advertising on behalf of television service providers utilizing a Synacor portal. This will enable local marketers to efficiently and effectively reach multichannel video subscribers, both on television and online through one sales team.

"This agreement will offer opportunities to advertisers to expand the reach and effectiveness of their marketing," said Tom Straszewski, Vice President of Online Advertising for Comcast Spotlight. "As consumers become multimedia multitaskers—watching TV while simultaneously going online for everything from checking e-mail to managing DVR recordings to watching video content—advertisers are finding it valuable to deliver their messages across multiple platforms to achieve the impressions they need."

"Comcast Spotlight, with its local in-market reach and expertise, is the perfect complement to Synacor's sales strategy that includes serving national, regional and local advertisers. We're accelerating digital ad revenue growth and yield management across all markets, and most importantly, unlocking the value of Synacor's vast digital inventory to the benefit of advertisers, by ensuring the right ads reach the right engaged consumers," said Synacor COO Scott Bailey. "This dynamic is key to forging strong relationships between brands and their consumers, and we're thrilled to work with Comcast Spotlight to expand upon that mission."

For more information on Synacor and its online advertising opportunities, please visit synacor.com/advertisers. Synacor reaches over 23 million households, tallying a monthly average of 20 million unique visitors, 78 million search queries and 3.7 billion ad impressions.

About Synacor

Synacor's white-label platform enables cable, satellite, telecom and consumer electronics companies to deliver TV Everywhere, digital entertainment, cloud-based services and apps to their end-consumers across multiple devices, strengthening those relationships while monetizing the engagement. Synacor (Nasdaq:SYNC), 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 Comcast Spotlight

Comcast Spotlight, the advertising sales division of Comcast Cable, helps put the power of cable to use for local, regional and national advertisers. It is focused on providing multi-platform marketing solutions to reach audiences most effectively and efficiently. Headquartered in New York with offices throughout the country, Comcast Spotlight has a presence in nearly 90 markets with approximately 30 million owned and represented subscribers. Comcast Spotlight is a trademark of Comcast Cable. For more information, visit www.comcastspotlight.com.

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