



September 5, 2012

Patrick Knorr, Respected Cable and Telecommunications Veteran, Joins Synacor as General Manager, Regional Accounts

*Patrick Knorr, featured in [CED Magazine](#), to address *The Mid-America Cable Show* with speakers Steve Fox, CableONE; Doug Hull, NCTC; Jaime Montes, SureWest Communications; and panel moderator, Ed Frazier, RFD-TV. Panel to cover *TV Everywhere, Over-the-Top Video (Netflix, Amazon Prime, Hulu), TV, Cable, iPad, Entertainment, Online Services**

BUFFALO, N.Y., Sept. 5, 2012 (GLOBE NEWSWIRE) -- Synacor, Inc. (Nasdaq:SYNC), leading provider of next-gen startpages, TV Everywhere solutions and cloud-based services, today announced it has hired Patrick Knorr, recently [featured in CED Magazine](#), as General Manager, Regional Accounts. Knorr will be addressing *The Mid-America Cable Show* at 8 a.m. on Wednesday, September 5, at the Branson Convention Center, Branson, Missouri.

Knorr, who brings to Synacor a wealth of knowledge in independent telecommunications and vast experience from Sunflower Broadband and the American Cable Association, will join the "TV Everywhere" panel to discuss the current state of TV Everywhere and over-the-top services. Knorr will specifically address how platforms like Synacor are driving TV Everywhere adoption and providing new ways to access content, especially coming off the heels of a successful NBC Universal Olympics TV Everywhere implementation, where Synacor's 35+ Olympics TVE customers spanned all 50 states, with a reach of 25 million subscribers—the largest Olympics TVE footprint.

Other speakers will include Steve Fox, [CableONE](#); Doug Hull, NCTC; Jaime Montes, SureWest Communications; and panel moderator, Ed Frazier, RFD-TV.

Prior to his current position, Knorr was chief operating officer at Sunflower Broadband, a multimedia (cable, broadcast, newspaper and Internet) company based in Lawrence, Kansas. He has served in both formal and informal leadership roles with the American Cable Association, CableLabs, NCTC, Mid-America Cable, and KCTA.

In May, Knorr was included on [CableFAX's Digital Hot List 2012](#) as one of the pioneers who first brought services including VOD, DVR and other emerging technologies to the independent sector. He also was named [Indie Strategic Thinker of the Year](#) by *CableFax* in 2008, and included in *Multichannel News'40 Under 40 Top Cable Executives* list in 2006.

For more information on Synacor's startpage, TVE and cloud-based services, please visit [synacor.com](#) or email sales@synacor.com. Synacor reaches over 23 million households, tallying a monthly average of 20 million unique visitors 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](#).

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

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