



October 30, 2013

Synacor's Michael Bishara to Participate in TV Everywhere Panel at Inaugural NYC Television Week, October 28-30, New York City

BUFFALO, N.Y. and NEW YORK, Oct. 30, 2013 (GLOBE NEWSWIRE) -- Synacor Inc. (Nasdaq:SYNC), the leading provider of next-gen startpages, award-winning TV Everywhere solutions and cloud-based Identity Management (IDM) services, across multiple devices for cable, satellite, telecom and consumer electronics companies, today announced its SVP of Product and GM of TV Everywhere, Michael Bishara, will be speaking in the "Making TV Everywhere a Reality" panel at [NYC Television Week](#) at 11:55 a.m. ET on Wednesday, October 30, Waldorf Astoria Hotel, New York City.

A TV Everywhere visionary, innovator and pioneer, Michael Bishara, largely credited as a force behind the development and successful launch of HBO GO and now Synacor's award-winning, next-gen TV and TV Everywhere offerings, will participate in a discussion around the evolution of TV Everywhere and how major players are tackling issues like user experience and authentication. Panel participants will also discuss the future of TV Everywhere, offering insights into what must be done to bring universal adoption to fruition.

Other speakers in the "Making TV Everywhere a Reality" panel include Cathy Hetzel, Rentrak; Billy Stewart, Viamedia; Jonathan Wilner, Ooyala; and moderator Jeff Baumgartner, *Multichannel News*.

Prior to his current position, Bishara was senior vice president, HBO Broadband/ Digital Group where he was responsible for the overall strategy, development and rollout of broadband products, including industry benchmark HBO GO. Before HBO, Bishara worked at Time Inc. and AT&T in marketing and product leadership roles. Michael was recently named to [Broadcasting & Cable's 2013 Digital All-Stars list](#) and is a heavily sought-after speaker, having recently presented at CES, NextTV Summit, OnScreen Media Summit, Streaming Media East, [TV of Tomorrow Show 2013](#), [CableFAX TV Innovation Summit](#) and [Variety Entertainment and Technology Summit Co-Produced With Digital Hollywood](#).

Bishara's participation in the NYC Television Week panel comes on the heels of Synacor's announcement of the [industry's first white-label auto authentication solution](#), which recognizes a user's broadband network-based pay-TV account for at-home mobile access or connects via a user's familiar social media login, wherever the location. Both are part of Synacor's Cloud ID offering, and expected availability is Q1 2014.

For more information on Synacor and its TV Everywhere services please visit [synacor.com](#) or email tellmemore@synacor.com. To see Michael Bishara talk more about TV Everywhere, please click [here](#) or [here](#).

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.

Forward-Looking Statements

This release includes certain forward-looking statements within the meaning of the Private Securities Litigation Reform Act of 1995. These statements are based on the current expectations or beliefs of management of Synacor, and are subject to uncertainty and changes in circumstances. Actual results may vary materially from those expressed or implied by the statements herein due to changes in economic, business, competitive, technological and/or regulatory factors, and other factors affecting the operation of the respective businesses of Synacor. More detailed information about these factors may be found in filings by Synacor, as applicable, with the Securities and Exchange Commission, including their respective Quarterly Report on Form 10-Q. Synacor is under no obligation to, and expressly disclaims any such obligation to, update or alter their respective forward-looking statements, whether as a result of new information, future events, or otherwise.

CONTACT: Press Contact:

Meredith Roth, VP, Corporate Communications

press@synacor.com

646-380-5141