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## **Synacor Partners With Cable ONE to Bring Additional TV Everywhere Content Including HBO GO, MAX GO, FOX, Hulu, Turner Broadcasting and Big Ten Network to Subscribers Via Synacor's Cable ONE Startpage**

BUFFALO, N.Y. and PHOENIX, Jan. 24, 2013 (GLOBE NEWSWIRE) -- Synacor, Inc. (Nasdaq:SYNC), leading provider of next-gen startpages, TV Everywhere solutions and cloud-based Identity Management (IDM) services across multiple devices for cable, satellite, telecom and consumer electronics companies, has expanded its agreement with Cable ONE, a leading provider of cable, high-speed Internet and phone services, to offer HBO GO and MAX GO services to subscribers.

Synacor is providing cloud-based authentication and authorization through its Cloud Identity Management platform, Cloud ID. In addition to HBO GO and MAX GO, TV Everywhere content for Cable ONE subscribers will include FOX, Hulu, Turner Broadcasting and Big Ten Network.

"As Cable ONE continues to expand our TV Everywhere offering we're pleased to be working with Synacor to offer more content than ever before," said David Burzynski, Cable ONE Director of Digital Media. "With Synacor's solutions, Cable ONE subscribers can access the latest TV Everywhere shows, movies, sports and news right from one convenient location."

In addition to authentication of TV Everywhere content, Synacor powers Cable ONE's consumer-facing startpage ([home.CableONE.net](http://home.CableONE.net)), giving subscribers access to content, services and news from a central, customizable hub.

"Synacor is delighted to be working with Cable ONE on their startpage and to expand their TV Everywhere deployment, delivering fun and relevant content to consumers across time, space and device," said Michael Bishara, Synacor VP and General Manager of TV Everywhere. "By working with Synacor, Cable ONE can ensure it's delivering the services and content subscribers continue to demand, which is a key step in consumer adoption of TV Everywhere across the country."

Sam Rosen of ABI Research recently [highlighted](#) Synacor's hybrid pay-TV and over-the-top TVE offering as a way for consumers to search for content from their pay-TV operator and key OTT providers from the same location. Synacor, having provided TV Everywhere services to several cable operators for March Madness, the 2010 Vancouver Winter Olympics and the 2012 London Summer Olympics, has completed integrations with numerous pay-TV providers, as well as many pay-TV channels and more than 30 free. (Integrations include HBO GO, MAX GO, NBCUniversal, CNN, TBS, TNT, truTV, Cartoon Network, Adult Swim, Epix, Fox, Speed2, BigTen and a number of other TV channels.)

For more information on Synacor's TV Everywhere offerings, please visit [synacor.com](http://synacor.com) or email [tellmemore@synacor.com](mailto:tellmemore@synacor.com).

### **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](http://synacor.com). Integrate. Authenticate. Engage.

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

### **About Cable ONE**

Serving more than 740,000 customers in 19 states with high speed internet, cable television, and telephone service, Cable ONE provides consumers a wide range of the latest products and services, including wireless Internet service, High-Definition programming, and phone service with free, unlimited long distance calling in the continental U.S.

### **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.

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