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Synacor Cloud ID Social Login Continues Momentum as Customers Launch the Service

Service Providers Including Midcontinent Now Offer Synacor's First-Of-Its-Kind Social Login, Providing Access to Online pay-TV Content Through Social Accounts Like Facebook, Twitter or Google

BUFFALO, N.Y., April 10, 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, today announced continued momentum of Cloud ID Social Login, a key offering of its Cloud Identity Management platform. Midcontinent is among the first service providers to offer their subscribers Social Login as a means to simultaneously authenticate for TV Everywhere content when logging in on Facebook, Twitter or Google.

"According to [GfK](#), 70% of TV Everywhere users would be at least somewhat deterred from using TVE if they needed to provide authentication," said Michael Bishara, Vice President and General Manager of TV Everywhere, Synacor. "We see our Cloud ID Social Login as a huge opportunity to provide a fun, friction-free solution that improves consumers' online content access experience—all part of spurring accelerated TVE adoption."

Social Login gives Synacor customers the flexibility to offer subscribers access to online pay-TV content with their favorite social accounts like Facebook, Twitter or Google. The offering simultaneously authorizes with the subscriber's pay-TV provider or billing account. Synacor Cloud ID brings the convenience of Social Login to TV Everywhere consumers with the trust of entitlement verification for TV authorization.

"Through Synacor's Social Login offering, we're ensuring our subscribers have an easier way than ever before to access the content they want," said Pat McAdaragh, CEO, Midcontinent. "We're pleased to launch Synacor's Social Login, along with their TV Everywhere and subscriber startpage offerings, which Midco subscribers already enjoy."

Synacor's Cloud ID Management Platform provides authentication services for TV Everywhere, Messaging, Value Added Services and Identity Management Services. These capabilities help consumer electronics companies, app developers and programmers to provide a secure and trusted identity management solution to their end-consumers.

For more information on Synacor and Social Login, please visit synacor.com or email tellmemore@synacor.com. To see Synacor's Michael Bishara talk more about TV Everywhere, please click [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.

About Midcontinent Communications

Midcontinent Communications is the Upper Midwest's leading provider of data, video, phone and cable advertising services for over 300,000 residential and business customers in North and South Dakota, Minnesota and Wisconsin.

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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