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Synacor Selected for Google I/O 2013 Developer Sandbox

Synacor to Showcase Cloud ID Social Login with Google+ Sign-In for TV Everywhere Sites and Apps, Google I/O, May 15-17, Moscone West Convention Center, San Francisco, Calif.

BUFFALO, N.Y., May 14, 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, will demo Cloud ID Social Login with Google+ and advanced TV Everywhere technologies in the [Developer Sandbox at Google I/O](#), May 15-17, Moscone West Convention Center in San Francisco, Calif. Developers and technologists will discuss with Synacor how Social Login, recently named as a [TMC Cable Spotlight Product of the Year](#), was built to break down TV Everywhere barriers, and how they can integrate similar technologies for their customers.

"See you in the Sandbox! Synacor couldn't be more proud than to accept Google's invitation to demo our Cloud ID Social Login and TV Everywhere innovations during Google I/O 2013," said Michael Bishara, Vice President and General Manager of TV Everywhere, Synacor. "And we're excited Synacor's kiosk will display the special designation Google+ Badge, as we leverage the Google+ platform in our Social Login capability for consumers to access their favorite pay-TV shows, movies, music and more, providing a fun, [friction-free](#) TV Everywhere experience."

Having been an industry first, Social Login gives Synacor customers the flexibility to offer subscribers access to online pay-TV content with their favorite social accounts, like Google+, Facebook and Twitter, while simultaneously authorizing with the subscriber's pay-TV provider or billing account. Through the award-winning Cloud ID Management Platform, Synacor brings the convenience of Social Login to TV Everywhere consumers with the trust of entitlement verification for TV authorization. Additionally, TV Everywhere users have the option to install their MVPD's TV Everywhere Android app over-the-air after they sign in with Google+, making it more convenient than ever to access content wherever they are.

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

[Google I/O](#) is an annual developer conference featuring highly technical, in-depth sessions, and showcasing the latest from Google's product teams and partners. The Developer Sandbox showcases demos from a wide range of developers who have built applications based on technologies and products that are featured at I/O.

For more information on Synacor and its next-gen startpages and TVE services, 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](#).

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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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