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Synacor Partners With Arkadium to Offer Engaging, Casual Games to More Than 20 Million Premium Content Subscribers

Synacor Will Deploy New and Popular Arkadium Games Like Trizzle, Mahjongg Dimensions and Sparks Across Its Next-Gen Consumer Portals

BUFFALO, N.Y., Sept. 4, 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 partnership with [Arkadium](#), creators of the largest library of casual games in the world. Bolstering its portfolio of content services for its MVPD and OEM customers, Synacor will offer Arkadium's casual games, including new and popular titles like [Trizzle](#), [Mahjongg Dimensions](#) and [Sparks](#), on the next-gen consumer portals, which are used by more than 20 million end-users looking to access premium content, news, email, support and other services from a central, customized hub.

"We're excited to partner with Synacor and extend our library of casual games to the millions of viewers across their vast network of sites," said Neal Sinno, SVP of Casual and Mobile, Arkadium. "Arkadium is at the forefront of entertaining content, and we're thrilled to expand our network by bringing our engaging casual games to their growing audience."

With the popularity of online casual gaming on the rise and revenues expected to reach \$10.3 billion by 2014 ("[The Video Gaming Industry Outlook](#)" Report, 2011), Synacor's partnership with Arkadium points to both companies' combined interest in satisfying high consumer demand for games and entertainment. By adding Arkadium's expansive library of casual games to its robust list of services and offerings, Synacor is adding value for its customers and providing a rich experience to their subscribers.

"Arkadium is a company that truly shares our vision of creating engaging experiences for consumers through compelling content, and we are thrilled to partner with them to bring these dynamic, casual games to the users of Synacor-provided startpages," said Theodore May, SVP of Strategy and Business Affairs, Synacor. "By offering Arkadium's high-quality gaming content via next-gen consumer portals, our customers can ensure their consumers are getting the most out of their online experience while simultaneously building user engagement."

Arkadium joins Synacor's vast array of content partners including American Greetings, Fox News Channel, Fox Sports, NHL, The Weather Channel, Starz, Associated Press, NPR, Dow Jones, VEVO and more.

Synacor's next-gen startpages offer pay-TV providers and consumer electronics companies an end-to-end tech solution that's branded, customized and revenue-generating, while simultaneously increasing satisfaction, loyalty and engagement among their end-consumers. MVPDs and OEMs can deliver content, services and apps to their consumers across multiple devices, anytime, anywhere. For more information on Synacor and its next-gen startpages, please visit synacor.com or email 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.

Integrate. Authenticate. Engage.

About Arkadium

Arkadium, creators of the largest library of casual games in the world, has been a prominent game development studio for over 12 years. We deliver easy-to-play, hard-to-quit games for all, including Taptiles[®], Sparks, Trizzle, Mahjongg Dimensions, and many more. Whether it's with cards, cubes or the occasional monkey, more than ten million consumers worldwide enjoy Arkadium's games every month on the web, mobile devices, Facebook and Windows 8. Arkadium has also pioneered hundreds of game launches through its partnership network of brand and publisher sites such as MSN, CNN, AARP, Comcast, Discovery,

and numerous others. Founded in 2001, the company is headquartered in New York City, with offices in Canada and Ukraine. For more information visit www.arkadium.com or follow us on Twitter [@Arkadium](https://twitter.com/Arkadium).

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

646-380-5141