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## Pac-12 Networks Partners With Synacor to Deliver Its Pac-12 Now TV Everywhere Service to Pac-12 Students Living on Campus

### ASU, Washington and UCLA are First Three Universities to Activate the Program

SAN FRANCISCO and BUFFALO, N.Y., Oct. 8, 2014 (GLOBE NEWSWIRE) -- Pac-12 Networks, the multiplatform media and content company wholly owned by the 12 universities of the Pac-12 Conference, has partnered with Synacor Inc. (Nasdaq:SYNC), to launch its Pac-12 Now TV Everywhere service for Pac-12 students living in on campus housing, it was announced today.

By leveraging its unique access to the universities and Synacor's cutting edge technology, Pac-12 Networks programming is now available to students at Arizona State University, the University of Washington and UCLA on computers and mobile devices through each school's existing student identification system. The service, which was first tested and launched at ASU, will be rolled out to other Pac-12 universities in the coming months.

"Being owned by universities gives us direct access to all the Pac-12 universities and students. This allows us numerous opportunities to utilize new technology and develop innovative solutions to deliver Pac-12 Networks programming to our passionate fans," Pac-12 Networks president Lydia Murphy-Stephans said. "Through our partnership with Synacor, we're excited to give Pac-12 students who live on campus the ability to watch the Pac-12 Networks anywhere, anytime and on any device."

Synacor, the leading provider of next-gen startpages, homescreens, award-winning TV Everywhere solutions and cloud-based Identity Management (IDM) services, provides the TV Everywhere authentication and authorization, extending, via proxy, the existing college student ID management system for each school. Students will use their same IDs to access Pac-12 programming as they do to access all their other online university services. And the relationship includes mobile—Synacor will integrate each campus with Pac-12 Now, the Pac-12 Networks' TV Everywhere app.

"College sports programming is an exciting new market opportunity for Synacor, and we couldn't be more thrilled than to make our entrance as a partner with Pac-12 Networks and the Conference of Champions," Synacor Co-founder and EVP George Chamoun said. "Pac-12 students will use their same student IDs to access TV Everywhere programming and the Pac-12 Now app provided by Pac-12 Networks. We're delighted our Cloud ID authentication and authorization services will make it all possible."

### About Pac-12 Networks

Pac-12 Networks is the innovative TV and multimedia company of the Pac-12 Conference, and is the first such company to be wholly owned by 12 universities. Pac-12 Networks incorporates one national and six regional television networks, plus extensive digital content accessible through social media, university websites, and Pac-12 Now, its TV Everywhere service. Each year, Pac-12 Networks offers live coverage of 850 sporting events, making it one of the top live sports producers in the country. In addition, Pac-12 Networks creates extensive original programming, provides visibility for marquee football and basketball events as well as traditionally under-served women's and Olympic sports. Pac-12 Networks also provides training and paid internships for thousands of students of the Pac-12's member universities, preparing them for careers in media. With headquarters in San Francisco's SOMA District, Pac-12 Networks draws on the creative, entrepreneurial and technological culture of the Bay Area and nearby Silicon Valley. For more information, go to [www.GetPac-12Networks.com](http://www.GetPac-12Networks.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. In addition, Synacor offers digital ad inventory for brands wanting a customized, targeted, programmatic means of reaching their audiences. Synacor (Nasdaq:SYNC), is headquartered in Buffalo, NY, with tech hubs in Toronto, Ottawa and Boston, and ad sales offices in New York, Detroit and Los Angeles. For more information, visit [synacor.com](http://synacor.com).

## **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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