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Synacor and BuddyTV Team Up to Launch New Syndicated Video Content from Synacor

Deal Provides New Monetization Opportunity for BuddyTV

BUFFALO, N.Y., Dec. 17, 2014 (GLOBE NEWSWIRE) -- Synacor Inc. (Nasdaq:SYNC), the trusted technology, services and revenue partner for video, Internet and communications providers, and device manufacturers, today announced it has partnered with BuddyTV to launch new syndicated video content from Synacor airing on [BuddyTV's homepage](#). The digital content—for mobile and laptop, but kicking-off with laptop—offers a new monetization opportunity for BuddyTV without any production investment. Synacor's syndicated video includes news, sports, politics, lifestyle, tech and healthy living content as well as Synacor's daily, original video program, "Don't Miss," covering upcoming not-to-be missed TV shows.

"Synacor's syndicated video is content our audience wants, which means happy BuddyTV visitors and a new revenue opportunity for us," said BuddyTV Co-Founder & CEO, Andy Liu. "We're excited to work with Synacor and appreciate the new monetization opportunity Synacor's syndicated video brings us, all without any production investment."

Launching Synacor's syndicated video content means an expected revenue increase for publishers like BuddyTV from adding video advertising inventory and increasing user engagement. Synacor's offering is available for desktop and mobile, is easy and fast to implement.

"BuddyTV—known as 'every TV-watcher's friend'—is a great site and the perfect showcase for Synacor's syndicated video content," said Synacor President, Sales & Marketing, George Chamoun. "Consumers enjoy short video snacks, while publishers enjoy the new revenue stream. Synacor is thrilled to be offering a fast and easy syndicated content solution that so many publishers are seeking to increase user engagement by transforming display ads into entertaining video ads."

About Synacor

Synacor (Nasdaq:SYNC) is the trusted technology, services and revenue partner for video, Internet and communications providers, and device manufacturers. We deliver modern, multiscreen experiences and advertising to their consumers that require scale, actionable data and sophisticated implementation. www.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 under the captions "Risk Factors" and "Management's Discussion and Analysis of Financial Condition and Results of Operations," in Synacor's annual report on Form 10-K for the year ended December 31, 2013, which is available on the company's website at investor.synacor.com and on the SEC's website at www.sec.gov. 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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