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Synacor Partners With BlueKai to Bring Programmatic Automation and Precision to Online and Mobile Advertising

BlueKai Partnership Enables Synacor's Advertisers and Their Consumers a Richer Experience With Relevant Ads Based on Geo-Targeting, TV-Viewing, and Search & Discovery, While Extending Advertisers' TV Buys to Online and Mobile

BUFFALO, N.Y. and CUPERTINO, Calif., Jan. 29, 2014 (GLOBE NEWSWIRE) -- Synacor Inc. (Nasdaq:SYNC), a digital advertising leader operating 40+ popular premium entertainment websites, reaching 21 million consumers, as well as being the leading provider of next-gen startpages, homescreens, award-winning TV Everywhere solutions and cloud-based Identity Management (IDM) services, today announced a partnership with [BlueKai](#), the only independent SaaS solution for data management, analysis and activation in marketing. BlueKai's data management platform (DMP) will leverage first and third party audience data to power Synacor's traditional and programmatic buying for agencies and big brand advertisers in retail, finance, entertainment, automotive, technology and more.

BlueKai's DMP will help Synacor and its advertising partners take the guesswork out of audience targeting by using deeper customer insights and automation. Bringing their own audience intel and using targeting attributes from the BlueKai Audience Marketplace, Synacor's partners can better identify consumers and serve targeted, relevant messages to engaged audiences, creating a more personalized advertising experience.

Through the partnership, Synacor is able to offer advertisers the perfect extension of TV to cross-platform. Leveraging Synacor's unique position in the TV Everywhere and entertainment ecosystem, advertisers can now use subscriber data points like entertainment genre preferences, zip code and daypart viewing habits to duplicate the success of advertisers' TV buys on various digital platforms including online and mobile.

"BlueKai's goal is to provide advertisers with a way to create a more valuable, personalized experience for their consumers through smart application of big data. Our unique, proven platform will allow Synacor advertisers to target their audiences like never before," said John Sedlak, BlueKai's SVP of Global Sales. "We're excited to work with Synacor as it bolsters its digital advertising offering, particularly as data continues to play a major role in targeting and audience segmentation, escalating programmatic advertising."

Synacor's partnership with BlueKai signals an intensified focus on delivering programmatic premium impressions to advertisers, taking advantage of the efficiency and automation of trading desks and real-time bidding (RTB) combined with the sophistication of deep data. All signs point to programmatic buying exploding. In fact, US programmatic display ad spending is expected to reach \$17 billion by 2017 (MAGNA GLOBAL, 2013).

"Automated, data-driven ad buying is the now, and Synacor is at the forefront of the programmatic trend by offering advertisers an unrivaled tool to target key audiences online," said Ron Bernstein, Synacor's SVP of Ad Sales & Operations. "Working with a best-in-class data management and targeting partner like BlueKai will help Synacor bring advertisers one step closer to the elusive one-to-one relationship with consumers—connecting consumers to the content they're searching for and the ads most meaningful to them."

Consumer-Controlled Privacy

Synacor will provide an "AdChoices" icon or link, and consumer opt-outs will be honored in real time, while targeted sponsored ads will not be shown to consumers who opt out of data-driven re-targeting via a Consumer Choice Page. For more information on Synacor's Digital Ad Opportunities, please visit [here](#) or email adsales@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. 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.

All Media. One Place. Any Device.

About BlueKai

BlueKai is Big Data for Marketing. The BlueKai Data Activation System enables marketers and publishers to use what they know to power what they do, turning insights into action, and driving higher efficiency & performance in their marketing. Through data activation, our enterprise-level SaaS solution unites fragmented data sources to drive omni-channel data aggregation and targeting. BlueKai's customers use data to analyze, advertise, optimize and monetize their audiences in ways that were previously unavailable to them and with BlueKai's "data unchained" methodology, your customized data segmentation can be leveraged anywhere and is not restricted to any single channel. BlueKai has been delivering big data-driven marketing solutions since 2008 to more Fortune 500 brands than any other data platform.

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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