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Synacor and Midcontinent Communications Deploy Auto Authentication for Sochi TV Everywhere, Result is Fourfold Decrease in TV Everywhere Abandonment, Record 10%

BUFFALO, N.Y., Feb. 19, 2014 (GLOBE NEWSWIRE) -- Synacor Inc. (Nasdaq:SYNC), the leading provider of next-gen startpages, homescreens, award-winning TV Everywhere solutions and cloud-based Identity Management (IDM) services, across multiple devices for cable, satellite, telecom and consumer electronics companies in the U.S. and abroad, today announced its Cloud ID Auto Authentication deployment with Midcontinent Communications for Sochi TV Everywhere has resulted in a fourfold decrease for Midcontinent and record low abandonment rate for TV Everywhere, 10%.

Synacor, known for its marquee TV Everywhere events like Sochi, as well as Vancouver, London, the NCAA Men's Basketball Tournament, national tennis events, and more, is providing its Cloud ID TV Everywhere Authentication Services for Sochi TV Everywhere for nearly 40 pay-TV providers. And for Midcontinent Communications, Synacor is deploying its industry-leading, white-label Auto Authentication solution.

To date, using Synacor's Cloud ID Auto Authentication solution during [Sochi](#), Midcontinent has reported a dramatic drop in TV Everywhere abandonment, coming in under 10% (compared to a typical TVE abandonment rate of approximately 50%).

Having deployed [Synacor's Cloud ID Social Login](#) solution last year and now AutoAuth for Sochi with such a dramatic drop in TV Everywhere abandonment, Gary Shawd, Midcontinent's VP of Information Services said, "These are great numbers! We look forward to using Synacor's AutoAuth in March for the NCAA Men's Basketball Tournament, integrating all our authorized programmers and giving Midcontinent customers the best possible TV Everywhere experience."

"Midcontinent Communications is a favorite forward-thinking partner of Synacor's—it's always a pleasure rolling-out our next-level products with Midcontinent," said Michael Bishara, Synacor's SVP of Product and GM of TV Everywhere. "Sochi offers some of the most exciting, must-see sports content of the year, and pay-TV subscribers should be able to catch the action wherever they are, on whatever device they choose. As a worldwide leader in TV Everywhere, Synacor is dedicated to helping consumers enjoy Sochi without stress and helping pay-TV providers deliver content without consumers abandoning."

For more information about Synacor AutoAuth solutions click [here](#), or for Synacor TV Everywhere services, 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. 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 Midcontinent Communications

Midcontinent Communications is the Upper Midwest's leading provider of data, video, phone and cable advertising services for over 300,000 residential and business customers in North and South Dakota, Minnesota and Wisconsin.

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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