



April 29, 2014

Synacor to Showcase Latest Innovations in TV Everywhere and Cloud ID Including a New Tablet App That Enables All-in-One Functions of Bill Pay, Upgrading Services Along With TV Everywhere Content Consumption

NCTA Cable Show 2014, Booth #2737 -- CIO.IT Competition Session 24

BUFFALO, N.Y. and LOS ANGELES, April 29, 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, will be showcasing its latest offerings and innovations at [NCTA's The Cable Show 2014](#) in Los Angeles, April 29-May 1, Booth #2737. Also, Synacor's Michael Bishara and John Kavanagh will be competing as finalists in the [Cable Show 2014 CIO.IT Competition](#), Wednesday, April 30, 2:30pm PT, Session 24, Room 403A, "Video Here, Video There: Solutions for Making Multiscreen Delivery Look Easy." Competitors and judges include The Carmel Group, Comcast, Cox Communications, CSG Media, The Nielsen Company and Scripps Networks Interactive.

Cable Show attendees will see Synacor's newest developments in TV and TV Everywhere, including the industry's first iOS app to combine all-in-one functions of bill pay ([announced earlier with Suddenlink](#)), upgrading services and TV Everywhere content consumption. Also demoed will be Synacor's latest innovations in next-generation start experiences and Cloud ID such as auto authentication—boasting the industry's lowest TV Everywhere abandonment rates. And attendees will get an early glimpse at Synacor's customized TV and OTT content and services for Android™ tablets. Synacor's Framework for Android turns a single tablet into a multiuser device delivering a collection of favorite TV content, apps and services, depending upon the user.

"NCTA Cable Show is about showing what's next from Synacor," said George Chamoun, Synacor EVP and Cofounder. "We just launched our new TV Everywhere iPad® app that pulls everything together for an MVPD. Also, later this year, we will have a branded Android tablet, where MVPDs can offer their TV experience and other curated apps to their consumers. MVPDs already are giving away iPads, other tablets and remote controls, but our product is a much more strategic customer give-away for MVPDs. Consumers will choose from personalized settings to enjoy TV from their MVPD, programmers and OTT sources, as well as their own personalized collection of apps."

Synacor to Host Happy Hour, Tuesday, April 29

To request an invitation to Synacor's NCTA Cable Show Happy Hour, please 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.

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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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