



June 25, 2014

DISH Uses Synacor Cloud ID to Provide Social Login to Customer Base for DISH Anywhere

With Synacor's award-winning white-label Cloud ID solution, DISH eases subscriber login

BUFFALO, N.Y. and ENGLEWOOD, Colo., June 25, 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 announces an extension of its partnership with [DISH](#) (Nasdaq:DISH) to deploy Cloud ID Social Login for in-home and mobile TV Everywhere access via [DISH Anywhere](#)[™], which allows subscribers to access payTV content with their favorite social accounts like Facebook, Twitter or Google+.

By keeping the authentication process simple and layering-on familiar social login capabilities, DISH and Synacor are eliminating the barriers to entry that may deter subscribers from accessing the content they want.

"At DISH, we understand that logging-in shouldn't be difficult or complicated. With Synacor's Cloud ID Social Login, we're giving our subscribers a next-level experience—easy access to their favorite shows and apps, across all our sites and mobile devices—with their login of choice," said Vivek Khemka, Senior Vice President of Product Management for DISH. "Our collaborative partnership with Synacor is another example of how DISH continues to evolve the television experience, from award-winning products like the Hopper, to the DISH Anywhere portal and applications."

DISH has long been a user of Synacor's Cloud ID SSO Authentication platform to bring a seamless, single sign-on experience to its 14 million pay-TV subscribers. The platform has helped lead to an overall abandonment rate of less than 10 percent—well below the industry average.

Synacor's passive login technology combined with SSO, which detects when the authentication process already has been completed, allows subscribers to skip repeating the login process while accessing select DISH sites and applications, from web or mobile devices. The solution for DISH also automatically detects subscriber language preference, serving up an English or Spanish interface.

"DISH is an industry leader, always at the forefront of what's next. By deploying single sign-on authentication across all subscriber access points, DISH is giving subscribers what they want," said Michael Bishara, Synacor's SVP of Product and GM of TV Everywhere. "We're excited to continue our work with DISH as it leads the industry in creating a seamless, enjoyable customer experience for its subscribers. Our collaborative relationship means that with each other's customers and goals in mind, Synacor and DISH will develop products and technologies that help facilitate the adoption of TV Everywhere and continue to offer a great experience for subscribers."

Synacor's Cloud ID identity management platform provides authentication services for TV Everywhere, Messaging, Value Added Services and Mobile Apps. These capabilities help MVPDs, consumer electronics companies, app developers and programmers to provide a secure and trusted identity management solution to their end-consumers. Synacor recently announced its industry-first white-label [auto authentication solution](#).

For more information on Synacor, Cloud ID Social Login and its TV Everywhere services please 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](#).

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About DISH

DISH Network Corporation (Nasdaq:DISH), through its subsidiary DISH Network L.L.C., provides approximately 14.097 million satellite TV customers, as of March 31, 2014, with the highest-quality programming and technology with the most choices at the best value. Subscribers enjoy a high definition line-up with more than 200 national HD channels, the most international channels, and award-winning HD and DVR technology. DISH Network Corporation is a Fortune 250 company. Visit www.dish.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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