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## Synacor Names Steve Oroszlan Vice President of Business Development

### Executive new hire will grow distribution for new Synacor Mobile Homescreen business

BUFFALO, N.Y., July 2, 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 the appointment of Steve Oroszlan to Vice President of Business Development. In this role, Oroszlan will be responsible for developing new business and selling into new verticals, expanding Synacor's reach and creating new revenue streams for the company, especially distribution for Synacor's new Mobile Homescreen business.

Prior to Synacor, Oroszlan served as Director of Business Development for Microsoft Corporation, where he was responsible for generating digital advertising revenue from syndication, licensing and technology partnerships. Oroszlan holds a Bachelors degree in Economics and Political Science from the University of Pennsylvania and an MBA from London Business School in the UK.

"The timing is perfect for Synacor to enter new verticals, especially with its next-gen consumer experiences for TV Everywhere, authentication, search & discovery, and wi-fi, as well as the company's escalation in Android," said Oroszlan. "I'm thrilled to put my expertise and connections to work on behalf of generating new market opportunities and revenue streams for Synacor, especially its new Mobile Homescreen business."

"At Synacor, attracting the best and the brightest talent is priority one, and we're elated to have Steve Oroszlan join our leadership team with his specialized skills in developing new channels and revenue opportunities. Steve's bizdev depth and proven track record will be tremendous assets to Synacor," said Synacor Co-Founder George Chamoun. "Steve already has gained great traction for Synacor."

### 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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