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Synacor Launches Cloud ID SDK to Simplify Mobile App Development and Subscriber Login Experience

Synacor currently deploying Cloud ID with customers for OTT Authentication

In Related News, Cloud ID Expands Auto Authentication for 2015 NCAA Men's Basketball Tournament

BUFFALO, N.Y., March 25, 2015 (GLOBE NEWSWIRE) -- **Synacor Inc**. (Nasdaq:SYNC)**,** the trusted technology development, multiplatform services and revenue partner for video, internet and communications providers, and device manufacturers, today announced the launch of its Cloud ID Software Development Kit (SDK), which Synacor is rolling-out with its customers to simplify mobile app development and to improve the mobile consumer login experience.

With Synacor's Cloud ID SDK, authentication for any mobile app can be deployed in days, providing a speed-to-market advantage, as well as a rich feature-set for MVPDs, programmers and OTT providers. Synacor's Cloud ID SDK also opens up new market opportunities for Synacor, as all mobile apps can benefit from this innovation.

In one easy-to-deploy package, Synacor's Cloud ID SDK provides the following key features:

- Support for iOS and Android native apps
- Auto Authentication for consumer in-home access to media with no credentials required
- Social Login via Facebook, Twitter, Google+ sign-in
- Fraud Management / Attack Prevention

Additional features soon to be released include out-of-home Auto Authentication and Single Sign-On across mobile apps, allowing consumers to access multiple apps without needing to re-enter their credentials.

MVPDs, programmers and OTT providers benefit from faster time-to-market, reduced development costs, access to a rich user profile to personalize the experience, and fraud management. Further, Cloud ID SDK enhances subscriber satisfaction by providing frictionless access to the media consumers want.

"Cloud ID SDKs make for a rapid onboarding experience for our customers building and operating mobile video apps, speeding time-to-market and opening-up Synacor to broader market segments," said John Kavanagh, Senior Director, Identity Management for Synacor. "Reaching tens of millions of cable TV and satellite TV accounts, our Cloud ID Authentication platform has become a preferred choice among OTT providers."

In related news for Synacor Cloud ID, just in time for the madness of the 2015 NCAA Men's college basketball playoffs, Synacor has expanded Auto Authentication availability with new launches. Instead of the hassle of password entry, with Cloud ID Auto Authentication, one click is all it takes for subscribers to unlock live video of the must-see tournament from any device on their home network.

Synacor's Cloud ID identity management platform provides authentication services for video, messaging, premium services and mobile apps. These capabilities help MVPDs, consumer electronics companies, app developers and programmers provide a secure and trusted identity management solution for their end-consumers.

About Synacor

Synacor (Nasdaq:SYNC) is the trusted technology development, multiplatform services and revenue partner for video, internet and communications providers, and device manufacturers. We deliver modern, multiscreen experiences and advertising to their consumers that require scale, actionable data and sophisticated implementation. www.synacor.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 under the captions "Risk Factors" and "Management's Discussion and Analysis of Financial Condition and Results of Operations," in Synacor's annual report on Form 10-K for the year ended December 31, 2014, which is available on the company's website at investor.synacor.com and on the SEC's website at www.sec.gov. 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.

The Synacor logo is available at http://www.globenewswire.com/newsroom/prs/?pkgid=11609

CONTACT: Meredith Roth, VP, Corporate Communications

     Synacor

     mroth@synacor.com

     716-362-3880