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Synacor Taps thePlatform for Video Publishing Expansion Efforts

thePlatform's mpx video publishing system to support Synacor's advanced, end-to-end, multiscreen video solutions

BUFFALO, N.Y. and SEATTLE, March 3, 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, and [thePlatform](#), the leading white-label video publishing company and independent subsidiary of Comcast, today announced a new cooperative relationship as part of Synacor's expanding end-to-end advanced video offering, serving TV programmers, operators and other major media companies.

Specifically, Synacor's integrated solutions for its customers will include access to the thePlatform's back-end video management system, [mpx](#), for multiscreen video workflow, policy management, and playback services. Using mpx, Synacor's customers will gain access to a highly scalable, flexible, and enterprise-grade video publishing system to support their expanding video businesses. thePlatform's newly added capabilities will work in tandem with Synacor's next-gen Startpage offering, "PowerPlay" Search & Discovery/Metadata platform, award-winning Cloud ID Authentication services, and Synacor's recently acquired live linear technology from NimbleTV.

"On behalf of our customers, Synacor is committed to providing subscribers with the most robust and versatile video solutions available, across any screen," said Himesh Bhise, CEO of Synacor. "Leveraging thePlatform's mpx system will enable us to meet the dynamic and evolving needs of our customers in bold new ways. As operators and content providers develop their next-gen video strategies, we're confident that Synacor will play a critical role behind-the-scenes to make them a success."

"thePlatform and Synacor both recognize the transformational changes occurring across the industry, and are committed to meeting the market's rapidly increasing demands," said Marty Roberts, co-CEO of thePlatform. "We are very proud that mpx was selected to support Synacor's escalating efforts, and look forward to helping them provide industry-leading video services to their customers across any screen."

Additional details about the new agreement were not disclosed. More information about Synacor is available at www.Synacor.com. Additional information about thePlatform is available at www.thePlatform.com.

About thePlatform

thePlatform™ is the leading white-label video management and publishing company. Media companies rely on thePlatform as their open, central hub for managing, monetizing, and syndicating billions of professionally produced video views annually. The company's services provide unmatched versatility for designing and supporting video businesses on PCs, mobile, and TV. Customers include: A+E Networks, Bell Media, BT, Cablevision, CBC, CBS, Comcast, Cox Communications, E!, Engage Sports Media, the Golf Channel, Fox Sports, HIT Entertainment, Liberty Global, LSDLive, NBC Local Media, NBC Sports, Outdoor Channel, Oxygen, Rogers, Shaw Media, Style, Syfy, Telstra, Time Warner Cable, Travel Channel Media, truTV, USA Network, Viaplay, and numerous others. With more than a decade history of service, thePlatform is an independent subsidiary of Comcast based in Seattle, Wash. For more information: www.thePlatform.com.

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, 2013, 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>

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