



November 14, 2016

Synacor Files Shelf Registration on Form S-3

BUFFALO, N.Y.--(BUSINESS WIRE)-- **Synacor, Inc. (Nasdaq: SYNC)** today announced that it has filed a shelf registration statement on Form S-3 with the United States Securities and Exchange Commission ("SEC"). The registration statement is intended to provide the company with flexibility to access the capital markets in a timely manner. Under the shelf registration statement, once declared effective by the SEC, Synacor may from time to time issue common stock up to an aggregate amount of \$40 million.

The company has no current plans to issue securities under the registration statement. Himesh Bhise, Chief Executive Officer of Synacor, said, "As we continue to accelerate our growth strategy and identify opportunities for expansion, we recognize that potential access to additional capital and the ability to provide opportunities for institutional investors to access Synacor stock could be beneficial, and we have filed this shelf registration to give us that optionality."

The shelf registration statement relating to these securities has been filed with the SEC but has not yet become effective. These securities may not be sold nor may offers to buy be accepted prior to the time the registration statement becomes effective. This press release shall not constitute an offer to sell or a solicitation of an offer to buy, nor shall there be any sale of these securities in any jurisdiction in which an offer, solicitation or sale would be unlawful prior to registration and qualification under the securities law of such jurisdiction. Any offering of the securities covered by the shelf registration statement will be made solely by means of a prospectus and an accompanying prospectus supplement relating to that offering. A copy of the prospectus included in the registration statement may be obtained on the SEC's website at www.sec.gov.

After the shelf registration becomes effective, Synacor may offer and sell securities covered by the registration statement through one or more methods of distribution, subject to market conditions and Synacor's capital needs. The terms of any offering under the shelf registration statement will be established at the time of the offering and described in a prospectus supplement filed with the SEC prior to the completion of the offering.

About Synacor

Known for managed portals and apps, advertising, email and collaboration, authentication, and end-to-end advanced video services, Synacor (Nasdaq: SYNC) is the trusted technology development, multiplatform services and revenue partner for video, internet and communications providers, device manufacturers, and enterprises. Synacor delivers modern, multiscreen experiences and advertising to their consumers that require scale, actionable data and sophisticated implementation. Synacor enables its customers to better engage with their consumers. www.synacor.com

"Safe Harbor" statement under the Private Securities Litigation Reform Act of 1995:

This press release contains forward-looking statements concerning Synacor's expected financial performance including, without limitation, statements regarding the Company's plans for raising and using additional capital and the impact of the filing of a Form S-3 shelf registration statement on the Company's financial flexibility and access to capital markets. The achievement or success of the matters covered by such forward-looking statements involves risks, uncertainties and assumptions. If any such risks or uncertainties materialize or if any of the assumptions prove incorrect, the company's results could differ materially from the results expressed or implied by the forward-looking statements the company makes.

Further information on these and other factors that could affect the company's financial results is included in filings it makes with the Securities and Exchange Commission from time to time, including the section entitled "Risk Factors" in the company's most recent Form 10-Q filed with the SEC. These documents are available on the SEC Filings section of the Investor Information section of the company's website at <http://investor.synacor.com/>. All information provided in this release and in the attachments is available as of November 14, 2016, and Synacor undertakes no duty to update this information.

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