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Synacor Strengthens Sales Leadership, Appoints Timothy Schermerhorn as SVP, Service Provider Sales & Marketing

BUFFALO, N.Y., Sept. 26, 2016 (GLOBE NEWSWIRE) -- **Synacor, Inc.** (Nasdaq:SYNC), the trusted multiscreen technology and monetization partner for video, internet and communications providers, device manufacturers and enterprises, today announced the appointment of Timothy Schermerhorn as Senior Vice President of Service Provider Sales and Marketing.

He will be responsible for all aspects of Synacor's revenue efforts in the service provider market. His addition strengthens Synacor's sales leadership as the company looks to extend its broad product platform which is at the center of today's most powerful digital trends including advertising, multiplatform video and messaging into new customers, verticals and geographies.

A photo accompanying this announcement is available at

<http://www.globenewswire.com/NewsRoom/AttachmentNg/680a81ce-f5f4-4bfe-b435-c68a73518cb3>

Throughout his career, Schermerhorn has driven revenue growth, technology business development, and strategic partner management in pay TV, high-speed data, access technology, software and professional services. He joins from Ericsson, where he was Vice President and General Manager, Broadband and Media Accounts. Prior to that, he held leadership positions at Intel, ADB, and Motorola. He will report to CEO Himesh Bhise.

"Tim is highly regarded throughout the industry as being a strong customer advocate and a dynamic sales leader," said Synacor CEO Himesh Bhise. "His depth of experience and sales leadership will be a tremendous asset to Synacor's success as we continue our path to 3/30/300."

Schermerhorn commented, "I am honored to join Synacor and be a part of this talented team as the company continues to break new ground for the industry. I look forward to creating even more meaningful connections with our customers while driving our revenue growth and profitability."

About Synacor:

Synacor (Nasdaq:SYNC) is the trusted technology development, multiplatform services and revenue partner for video, internet and communications providers, device manufacturers, and enterprises. We deliver modern, multiscreen experiences and advertising to their consumers that require scale, actionable data and sophisticated implementation. Synacor enables our customers to better engage with their consumers. www.synacor.com

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