



Synacor TV Everywhere Expert Michael Bishara to Speak at Digital Hollywood Wednesday, May 2, 2012, Marina Del Rey, California

TV Everywhere Visionary and Innovator Will Address Over-the-Top TV and Consumer Adoption

BUFFALO, N.Y., April 27, 2012 (GLOBE NEWSWIRE) -- Synacor, Inc. (Nasdaq:SYNC), provider of the leading technology platform enabling cable, satellite, telecom and consumer electronics companies to authenticate their consumers and deliver digital entertainment, TV Everywhere, and online services, today announced its Vice President and General Manager of TV Everywhere, Michael Bishara, will be addressing Digital Hollywood at 10:45 a.m. on Wednesday, May 2, at the Ritz Carlton Hotel, Marina del Rey, California.

A TV Everywhere visionary, innovator and pioneer, Michael Bishara, largely credited as a force behind the development and successful launch of HBO GO, will join the panel, "Over the Top Video—TV, iPad, Tablet, Smartphone, PC—Connecting into the Future" and discuss how connected devices and services are breaking down the barriers of the TV viewing experience. Michael will specifically address how platforms like Synacor are driving TV Everywhere adaption and new ways to access content.

Other speakers will include Randa E. Minkarah, [Fisher Communications](#); Tim Sale, thePlatform; Stuart Rosove, [Irdeto](#); Scott J. Fierstein, Microsoft; Alkiviades "Alki" David, digital media entrepreneur; and panel moderator, James M. Burger, [Dow Lohnes](#).

Prior to his current position, Bishara was senior vice president, HBO Broadband / Digital Group where he was responsible for the overall strategy, development and rollout of broadband products, including industry benchmark HBO GO. Before HBO, Bishara worked at Time Inc. and AT&T in marketing and product leadership roles.

For more information on Synacor and its TV Everywhere services including "TV Everywhere for Everyone," please visit synacor.com or email tvee@synacor.com.

About Synacor

Synacor's customer-branded platform enables cable, satellite, telecom and consumer electronics companies to deliver TV Everywhere, digital entertainment, services and apps to their end-consumers, strengthening those relationships while monetizing the engagement. Synacor is headquartered in Buffalo, NY. For more information, visit synacor.com. Integrate. Authenticate. Engage.

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

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