



Synacor Partners With MetroCast to Provide TV Everywhere Solution

Announcement Reflects Momentum in Synacor's TV Everywhere for Everyone (TVEE) Campaign to Accelerate TV Everywhere Deployment Across the U.S.

BUFFALO, N.Y., April 17, 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 it has reached an agreement with MetroCast Communications, the video, Internet and phone provider serving customers in nine states. Through the agreement, MetroCast customers will have access to a new consumer-facing website showcasing TV/Video content and more.

The Synacor-powered site (MetroCast.net) gives MetroCast subscribers access to services, content and news from a central, customizable hub. With Synacor, MetroCast subscribers will be able to access thousands of video assets, social networks, email and news from outlets like CNN. MetroCast expects to provide authenticated TV Everywhere content to its customers later this year.

"Our subscribers want their favorite TV shows, movies and more when it's most convenient for them," said MetroCast's Vice President of Advanced Services, Josh Barstow. "We are pleased to partner with Synacor to bring MetroCast customers a wide array of content and services in one central location, right from their Web browser."

Synacor's white-label TV Everywhere solution includes video aggregation, mediation, and single sign-on authentication, as well as back-office integrations with cable operators' rights, I.D., and billing systems. Synacor's exhaustive metadata allows consumers quick and seamless access to content that's most relevant to them, ensuring an easy and enjoyable search and discovery experience.

"MetroCast is a natural TV Everywhere partner for Synacor. MetroCast knows ultimately TV Everywhere is about subscribers having an enjoyable and easy experience watching their favorite shows whenever and wherever they want," said Michael Bishara, Synacor VP and General Manager of TV Everywhere. "By working with Synacor, MetroCast will be able to seamlessly deliver the content their subscribers demand across multiple devices anytime and anywhere."

Synacor, having provided TV Everywhere services for a number of cable customers, has completed integrations with 24 authenticated pay-TV channels and more than 30 free. [Charter, Suddenlink, Mediacom, and WOW! among others.]

For more information on Synacor's 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>

About MetroCast

MetroCast Communications serves approximately 200 communities in the states of New Hampshire, Maine, Connecticut, Pennsylvania, Maryland, Virginia, South Carolina, Mississippi and Alabama. MetroCast provides quality entertainment and information choices to residential and commercial customers over its advanced fiber optic networks. MetroCast is committed to ensuring quality service with a variety of choices to meet the needs and interests of each and every customer. MetroCast continues to introduce new technology and provide new advanced services, products and networks increasing the value it delivers to its customers. For more information, visit MetroCast.com.

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