



NEWS RELEASE

FOR IMMEDIATE RELEASE

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Synacor's George Chamoun Joins Launch NY Board of Directors

Buffalo, New York – January 22, 2015 – George Chamoun, president, Sales & Marketing for Synacor (NASDAQ: SYNC), has joined the Board of Directors of Launch NY.

George Chamoun has been vital to Synacor's success since its inception in 1998, helping transform the company from a privately-held start-up to a publicly-traded technology, services and revenue partner of leading cable, satellite, telecom and consumer electronics companies. As Synacor's president, Sales & Marketing, Chamoun has been instrumental in creating a company that has innovated advanced, new technologies and services for over 17 years, and continues to deliver next-generation products to the most respected names in broadband and their consumers.

Chamoun has been recognized for his accomplishments throughout the cable and telecommunications industry, most notably in 2009 when Multichannel News named him one of the publication's "40-under-40" most influential innovators in the industry, as well as when he was recognized for his entrepreneurial spirit and leadership by Ernst & Young as "Entrepreneur of the Year." Chamoun has presented on entrepreneurship, business and technology at conferences, expos and seminars across the country, and participates on advisory boards for tech incubator Z80 Labs and the 43North International Business Plan Competition.

"George's background as a successful entrepreneur combined with his experience in driving a technology-based business makes him a great fit for Launch NY," said Marnie LaVigne, PhD, president and CEO of Launch NY. "His energy, passion and commitment will help continue Launch NY's mission to move Upstate New York's entrepreneurial ecosystem forward and support even more budding entrepreneurs."

"I'm thrilled to join the Launch NY board of directors, especially during a renaissance of technological innovation stimulated by investments from the state and financial groups," said Chamoun. "It's important and exciting to support entrepreneurial development and enable our future leaders to bring their visions to reality. Launch NY serves as a catalyst toward advancing Upstate New York to the next level, and I'm honored to be a part of it."

"George fills an important role on our board, having recently completed a successful IPO of a business he helped create and build," said David Colligan, chairman of the Launch NY Board of Directors. "His entrepreneurial perspective brings added value to our leadership team."

Chamoun holds a Bachelor of Arts degree from the State University of New York at Buffalo (UB).

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About Launch New York

The mission of Launch New York, Inc. (Launch NY) is to identify, support and invest in high-growth, high-impact companies and catalyze the entrepreneurial culture in the 27 counties comprising Upstate New York through regional collaboration with ecosystem partners and through direct contact with individual entrepreneurial start-ups.

Launch NY is a 501(c)(3) non-profit venture development organization that was formed through a private-public collaboration between stakeholders and regional economic development leaders in Upstate New York to create successful, sustainable strategies that would foster entrepreneurial success across the entire 27-county area by leveraging existing assets and filling the gaps with new resources. Launch NY uses nationally-recognized best practices to provide business mentoring and investment capital access in order to create venture capital-ready (deal-ready) companies which have the promise to create significant economic wealth and jobs for our region. Start-up businesses seeking assistance and those who want to learn more can visit www.launchny.org.

Launch NY is headquartered in Buffalo and has regional offices in Ithaca, Rochester and Syracuse.

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