



Expanding Telecom BPO Opportunities Lead to New Executive Position at Synchronoss Technologies

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BETHLEHEM, Pa. August 17, 2004 Synchronoss Technologies, the first provider of telecom business process outsourcing to carriers and large enterprises, today announced the hire of Joy Nemitz as executive vice president of business development and sales. With over fifteen years of telecommunications sales, marketing and business development experience, Nemitz will fill the newly created role to capitalize on the increasing business process outsourcing opportunities in the telecom sector.

Nemitz joins the Synchronoss team at a critical point in the telecommunications industry. Synchronoss continues to serve Fortune 500 enterprises and carrier customers such as AT&T Wireless, MCI, Sprint, and AT&T Business Services with their versatile ActivationNow platform. However, Synchronoss sees an increasing number of business opportunities in outsourced service fulfillment and number porting of wireless and VoIP services.

"Joy has the experience and market savvy to insure Synchronoss maximizes business opportunities from wireless number porting and VoIP service fulfillment, while growing our core business of delivering cost-saving outsourced services to large enterprises and major players in the carrier community," said Stephen Waldis, CEO of Synchronoss Technologies. "The telecom industry is experiencing significant changes in the service offerings available to business and residential customers. Joy's carrier and enterprise experience makes her the ideal person to cultivate new service provider relationships to deliver our unique brand of telecom BPO to manage these complex back-office processes, making the customer adoption of these new technologies seamless."

Nemitz comes to Synchronoss from VeriSign, Inc., where she was vice president of international sales & business development. In this role, she led the planning and development of VeriSign Telecommunication Services global expansion. Prior to VeriSign Inc., Nemitz was the senior vice president of sales, marketing and business development at Scoreboard Inc., where she led the development and execution of a combined direct and indirect sales strategy for entry into the international wireless market. She holds a Bachelor of Arts degree from Villa Maria College in Erie, PA and a Master of Science degree from Nova University in Ft. Lauderdale, FL.

About Synchronoss Technologies

Synchronoss Technologies provides telecom business process outsourcing for collaborative service fulfillment and cost management to Tier One carriers and Fortune 500 companies. This new level of collaboration between the carrier and enterprise helps both sides lower costs, drive revenue and improve service. Synchronoss serves Tier One carriers such as AT&T Wireless, MCI, AT&T Business Services and Sprint as well as 50 of their most critical enterprise subscribers. The company's flagship offering, the ActivationNow platform, is composed of proprietary business workflow processes wrapped around industrial strength software and delivers order and inventory management, revenue management, billing reconciliation and Web-based customer care. Synchronoss currently manages \$1 billion in annual enterprise telecom spend. Synchronoss was founded in 2000, is headquartered in Bethlehem, Pa. and has offices across the US. The company is privately held and backed by investors including ABS Ventures (Deutsche Bank Capital), Rosewood Venture Group, Ascent Venture Partners Adams Street Partners and Liberty Venture Partners. For more information, please visit www.synchronoss.com.