



Synchronoss Lands Another Tier 1 Cable Provider; Promotes Cable Company Capture of VoIP Market

March 21, 2006

Bridgewater, New Jersey (March 21, 2006) – Today, Synchronoss Technologies, Inc. (www.synchronoss.com) announced another U.S. Tier 1 cable provider will utilize its ActivationNow® Technology Platform to offer leading-edge telephony services to consumers. The enhanced Synchronoss ActivationNow provides comprehensive support for numerous business processes including number activations, calling name database (CNAM) and line information database (LIDB) updates, directory listings, E911, and directory assistance, as well as VoIP local number portability (LNP).

According to Kyle McSillarow, National Cable & Telecommunications Association President and CEO, there are 66 million cable subscribers in the United States. Based on that data, Synchronoss is currently enabling its cable customers to serve 57 percent of this market.

"Synchronoss has now captured the majority of the cable market and we expect to continue to expand our reach among all voice-over broadband players," said Stephen G. Waldis, President and CEO of Synchronoss Technologies, Inc. "Furthermore, we have engineered ActivationNow to address service providers and business models seamlessly across the range of the communications services market, which makes us the right choice for mission-critical business transactions for converging technology markets including the Quadruple Play of high-speed Internet, television, telephone, and wireless (mobile) service."

According to the latest TeleGeography U.S. VoIP Report, "2005 was a banner year for growth in the U.S. Voice-over-IP (VoIP) market. Total subscribers grew 248 percent from 1.3 million in the fourth quarter of 2004 to 4.5 million subscribers at the end of 2005. ... TeleGeography projects that by 2010, almost 19 million voice-over broadband lines will be in service." The report states that "much of this past year's growth has been driven by continued strong performance from market leaders Vonage and Time Warner, with Cablevision and recent market entrant Comcast rounding out the top four operators. Cable companies account for 52 percent of the market, with Enhanced Service Providers (such as Vonage) covering 37 percent of the marketplace. The remainder of the market is served by telecommunications carriers like AT&T and Verizon."

Synchronoss handles hundreds of thousands of VoIP transactions for both retail and wholesale providers. On the retail front, Synchronoss offers customer-branded portals that enable VoIP providers with an automated gateway and exception management workflow to most efficiently and effectively service customers. For wholesale VoIP providers, Synchronoss handles VoIP order flow management and LNP transactions by interfacing with industry and proprietary systems and databases to request and monitor the completion of a number port. Most importantly, Synchronoss backs up its services with robust reporting and performance-based service level agreements unmatched by its competitors.

About Synchronoss Technologies, Inc.

Entering its sixth year of consistent, double-digit growth, Synchronoss Technologies, Inc. (www.synchronoss.com) is the leading provider of on-demand, automated telecom-service fulfillment and order management. Synchronoss helps large service providers and FORTUNE 500 Enterprise Clients deliver SLA-backed service to their subscribers across wireline, wireless, and broadband networks. Synchronoss' clients include several Tier 1 wireless, wireline, and cable providers such as AT&T, Cablevision Systems Corporation, Cingular Wireless, Clearwire, Level 3 Communications, Time Warner Cable, Verizon, and Vonage. For more information, visit us on the Web at www.synchronoss.com.