



## **Synchronoss Technologies, Inc., Continues Leadership in VoIP Market, Now to Provide Automated Number Porting to deltathree**

September 12, 2006

BRIDGEWATER, N.J.--(BUSINESS WIRE)--Sept. 12, 2006--Synchronoss Technologies, Inc. (Nasdaq: SNCR) today announced that deltathree will use the Synchronoss ActivationNow(R) software platform for automated local number portability (LNP). Through its relationships with wholesale and retail providers, which in addition to deltathree include AT&T, Cablevision Systems Corporation, Covad Communications, Vonage, Level 3 Communications, SunRocket, 360 Networks and Time Warner Cable, Synchronoss provides porting on behalf of approximately 90% of the VoIP service providers in the country.

deltathree will use the Synchronoss ActivationNow platform to enable service provider end-users to transfer an existing home telephone number to their new VoIP service. The new offering will make the deltathree Outsourced Platform Solution a more viable and robust solution for service providers throughout the U.S.

With Synchronoss' market penetration, the company stands to benefit from the strong growth in VoIP with its per-transaction business model. In addition, Synchronoss continues to expand its portfolio of VoIP provisioning offerings to its Tier One clients to include directory listing, 911 address updates, and line information database and name delivery service updates.

"While we have achieved market success with our number porting offer, it is only the beginning," said Chris Putnam, Executive Vice President of Sales, Synchronoss Technologies, Inc. "As our customers realize the benefits and full capabilities of the ActivationNow platform, we expect them to deploy automated solutions across a broad array of transactions."

### **AcitvationNow Platform Drives Growth of VoIP, Converged Services**

"VoIP services can offer a pathway for the delivery of new converged services into the enterprise," said Elisabeth Rainge, Director of OSS and Billing, IDC. "In order to meet this demand however, service providers need to have the systems in place that can provide fast, quality service delivery and can scale with the market."

Synchronoss' ActivationNow Platform automates, synchronizes and simplifies electronic service activation and order management of advanced wireline, wireless and IP services across existing networks. This unified approach to complex service delivery improves the customer experience, lowers per transaction costs, and enables communications service providers to quickly bring new converged service offerings to market.

More information on business VoIP opportunities and challenges can be found in a newly released Synchronoss position paper located at [www.synchronoss.com](http://www.synchronoss.com).

### **About Synchronoss Technologies, Inc.**

Synchronoss Technologies (Nasdaq: SNCR) is the premier provider of on-demand transaction management software to Tier One communications service providers. Synchronoss enables service providers to drive growth in new and existing markets while delivering an improved customer experience at lower costs. The company's flagship ActivationNow(R) software platform automates, synchronizes and simplifies electronic service creation and management of advanced wireline, wireless and IP services across existing networks. Tier One Synchronoss clients include AT&T, Cablevision Systems Corporation, Cingular Wireless, Level 3 Communications, Time Warner Cable, Verizon Business Solutions, and Vonage. For more information, please visit [www.synchronoss.com](http://www.synchronoss.com).

### **CONTACT: Synchronoss Technologies, Inc.**

#### **Investor:**

Tim Dolan, 617-217-2230

[investor@synchronoss.com](mailto:investor@synchronoss.com)

or

#### **Media:**

Dana Mellecker, 202-210-6980

[media@synchronoss.com](mailto:media@synchronoss.com)

SOURCE: Synchronoss Technologies, Inc.