



Synchronoss Technologies, Inc. to Present at ThinkEquity Partners Media/Tech Convergence Summit

November 7, 2006

Synchronoss Joins Mobility Solutions Panelists, Including Executives from Google, and Sybase-Mobile 365, to Discuss Next-Gen Mobile Communication Services, and Converged Devices

BRIDGEWATER, N.J.--(BUSINESS WIRE)--Nov. 7, 2006--Synchronoss Technologies, Inc. (Nasdaq:SNCR) announced today that its Executive Vice President of Marketing, Omar Tellez will be a panelist on the "Mobility Solutions" panel during ThinkEquity Partners LLC's Media Tech/Convergence Summit on November 15th in New York City.

Other panelists include senior executives from Google, Sybase-Mobile 365, Roundhouse, and Thumbplay. The panel is unique in that it brings together leading new media content providers with providers of the enabling technologies that will serve as the backbone for the delivery of new, revenue-driving services.

Tellez is expected to discuss the impact that a reliable, flexible delivery platform can have on communications service providers' ability to drive revenue and obtain market leadership through the delivery of mobile paid content.

"Ordering a clip of the Sopranos or the latest YouTube video to your mobile phone should be as easy as pushing the speed dial," said Tellez. "The market for converged services is there, but only if the ordering and delivery of such services is a seamless experience for the consumer as well as cost effective and scalable for the service provider."

"Mobile content delivery reminds us of a land rush in the old west," said Jonathan Hoopes, next-gen computing and communications analyst at Think Equity Partners, LLC. "Companies are already out there staking their claims. But what is needed, and what this panel will address, are the critical infrastructure issues that will make mobile content business models viable for the long run."

Earlier this year Synchronoss announced that their ActivationNow(R) platform, which automates service delivery for major wireline, wireless, and VoIP service providers, has been enhanced to enable the automated delivery of video content.

Synchronoss also recently published "The Race for the X-Play," a position paper outlining the major opportunities and challenges facing companies offering converged services. This paper, and more information on Synchronoss, can be found at www.synchronoss.com.

For more information about Think Equity's Media/Tech Convergence Summit, please visit www.thinkequity.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.

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