



Synchronoss Selected to Moderate Panel on Fixed Mobile Convergence with Embarq, Motorola, Sprint, and Time Warner Cable at CTIA Wireless 2007

February 27, 2007

BRIDGEWATER, N.J.--(BUSINESS WIRE)--Feb. 27, 2007--Synchronoss Technologies, Inc. (Nasdaq: SNCR), the premier provider of on-demand transaction management software to Tier One CSPs, today announced that it has been selected to moderate a panel on Fixed Mobile Convergence at CTIA Wireless, in Orlando, FL. The panel will include senior executives from Embarq, Motorola, Sprint, and Time Warner Cable. The panel will take place on March 28th, 2007 between 3:30 pm and 5:00 pm EST, in the Orange County Convention Center, Room 308 C&D.

"Communication service providers are very quickly transitioning from offering individual siloed services such as basic voice, video, high speed access and wireless to integrating, marketing and selling complex combinations or bundles. Recent innovations at both the network and device elements will make 2007 the year where Fixed Mobile Convergence gets real traction," said Mark Desautels, vice president and show educational program director of CTIA WIRELESS. "We are excited to have Synchronoss moderate such a robust panel on this topic and look forward to the learnings that this panel will provide our members," added Desautels.

Synchronoss will have a major presence at CTIA. Company activities during the conference include:

Tuesday March 27 - Thursday March 29, 2007

WHAT: Hospitality Suite

WHERE: Meeting Room 349

Tuesday March 27, 2007 - 6:30 pm EST

WHAT: By Invitation Only - Customer, Media, and Analyst Appreciation
Dinner

WHERE: Grand Bohemian Hotel, 325 South Orange Avenue, Orlando, FL

Wednesday March 28, 2007 3:30 pm - 5:00 pm EST

WHAT: FMC Panel

WHERE: Orange County Convention Center, Room 308 C&D

Panelists Include:

- John Garcia, President - Sprint MSO JV
- Dennis Huber, SVP - Embarq
- Mike Roudi, VP/GM - Time Warner Cable Wireless
- Ray Sokola, CTO - Motorola

Moderator: Omar Tellez, EVP Marketing - Synchronoss Technologies

For More Information about the Panel See:

http://www.ctiawireless.com/info/educational_sessions.cfm?calID=561

For more information about Synchronoss' participation in CTIA, please contact Stacie Hiras at 908.547.1260 or stacie.hiras@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 (CSPs). Synchronoss enables CSPs 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, Comcast, Level 3 Communications, Time Warner Cable, Verizon Business Solutions, and Vonage. For more information, please visit www.synchronoss.com.

About CTIA:

CTIA is the international association for the wireless telecommunications industry, representing carriers, manufacturers and wireless Internet providers. www.ctia.org

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SOURCE: Synchronoss Technologies, Inc.