



Synchronoss and AT&T Sign Multi-Year Contract to Support Innovative Activation Experience for the iPhone(TM)

July 9, 2007

BRIDGEWATER, N.J.--(BUSINESS WIRE)--July 9, 2007--Synchronoss Technologies, Inc. (NASDAQ: SNCR), the premier provider of on-demand transaction management software to Tier One communications service providers (CSPs), today announced a multi-year contract with AT&T to support the launch and ongoing operational support of the Apple iPhone(TM). Synchronoss manages and provisions the activation of the iPhone through its ConvergenceNow(TM) software platform, providing an innovative customer experience that streamlines the traditional activation process.

Synchronoss' ConvergenceNow(TM) platform automates, synchronizes and optimizes the electronic service fulfillment and order management of advanced converged devices across network services, wireless, IP, and wireline services.

Stephen Waldis, president and CEO of Synchronoss Technologies, said, "The activation experience that we've developed for AT&T and Apple, which allows customers to activate in the comfort of their homes, is a paradigm shift from the traditional process at retail stores today," Waldis added, "Providing the software enablement platform that connects the must-have converged device, for music, video, web and all mobile phone enthusiasts, with the largest wireless carrier in the United States is a significant milestone for us."

Mark Winther, Group Vice President & General Manager, Worldwide Telecommunications at IDC, said, "Allowing customers to activate their devices when and where they want dramatically changes the current customer experience." Winther added, "CSPs that are able to introduce automation to the activation process while significantly improving the customer experience will have a competitive edge in the race for the digital home."

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) and now ConvergenceNow(TM) 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, Comcast, Level 3 Communications, Time Warner Cable, Verizon Business Solutions, and Vonage. For more information, please visit www.synchronoss.com.

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