



Synchronoss Strengthens Organization for 2008 Initiatives with Key Executive Appointments

December 19, 2007

BRIDGEWATER, N.J., Dec 19, 2007 (BUSINESS WIRE) -- Synchronoss Technologies, Inc. (Nasdaq: SNCR), the premier provider of on-demand transaction management software to Tier One communication service providers (CSPs), today announced that it has strengthened its organization by promoting several senior executives and appointing a new executive.

"We are truly excited about the opportunities that we have in front of us and have expanded and empowered our executive team so we can attain the next step of profitable growth," said Stephen G. Waldis, President and Chief Executive Officer for Synchronoss.

The following organizational changes have gone into effect immediately:

-- Omar H. Tellez, formerly the Executive Vice President of Marketing, has been promoted to Chief Marketing Officer (CMO). Omar will oversee the product marketing, and corporate development, strategy and marketing organizations.

-- Chris Putnam, Executive Vice President of Sales, will be responsible for all company sales into both existing and new customers. Furthermore, Chris has expanded his team by appointing Mike Arnold to lead the Installed Accounts Unit. Mike was formerly a Partner and Vice President in the Telecommunications, Media, and Technology practice of Diamond Management & Technology Consultants.

-- Sean Parkinson has been appointed as President, International Operations. Before joining Synchronoss, Mr. Parkinson was the CEO of T-Systems, part of Deutsche Telecom Group, responsible for all operations outside of Western Europe. Mr. Parkinson brings some 20 years of experience within the telecommunications industry. Mr. Parkinson graduated from Manchester University in England.

-- Bob Garcia, formerly the Executive Vice President of Service Delivery and Operations has been promoted to Chief Operating Officer (COO). Bob will lead the Service Delivery, Operations and Product Management organizations.

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) and ConvergenceNow(TM) software platforms automate, synchronize and simplify electronic service creation and management of advanced wireline, wireless and IP services across existing networks. Tier One Synchronoss clients include AT&T, Cablevision, Charter Communications, Clearwire, Comcast, Embarq, Level 3, Time Warner Cable, Verizon Business Solutions, and Vonage. For more information, please visit www.synchronoss.com.

SOURCE: Synchronoss Technologies, Inc. The Synchronoss logo, Synchronoss, ActivationNow and ConvergenceNow are trademarks of Synchronoss Technologies, Inc. All other trademarks are property of their respective owners.

SOURCE: Synchronoss Technologies, Inc.

Synchronoss Technologies, Inc.

Investor:

Tim Dolan, 617-956-6727

investor@synchronoss.com

or

Media:

Stacie Hiras, 908-547-1260

stacie.hiras@synchronoss.com