



Software Magazine Ranks Synchronoss Among Top 10 Companies in the \$100M - \$1B in Software Revenue Growth Range for Software Magazine's 26th Annual Software 500

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BRIDGEWATER, N.J.--(BUSINESS WIRE)--Oct. 27, 2008--Synchronoss Technologies, Inc. (Nasdaq: SNCR), the leading software provider of electronic order management solutions to the communications services marketplace, today announced its inclusion on the Software Magazine's Software 500 ranking of the world's largest software and service providers, now in its 26th year.

Synchronoss ranked eighth among the companies in the \$100 million to \$1 billion category and sixth in the category of software revenue per employee.

"Ranking among the top ten companies in two growth categories further validates Synchronoss' position as the leader in customer experience and on-demand transaction management software," said Bob Garcia, Chief Operating Officer, Synchronoss Technologies. "We are very excited that Synchronoss has again been recognized among the world's leading software companies by Software Magazine."

Synchronoss' ConvergenceNow(R) software platform provides a game-changing technology utilized by communications service providers to optimize the digital customer experience related to activation and orchestration of devices, and services across a multitude of networks in a seamless fashion.

"The 2008 Software 500 results show that revenue growth in the software and services industry was healthy, with total Software 500 revenue of \$451.8 billion worldwide for 2007 representing 14.7% growth from the previous year," says John P Desmond, editor of Software Magazine and Softwaremag.com. "We have added over 100 new companies to the list this year. We're seeing strong growth from more companies based outside the U.S., especially from systems integration and outsourcing services firms based in India."

"The Software 500 helps CIOs, senior IT managers and IT staff research create the short list of business partners," Desmond says. "It is a quick reference of vendor viability. And the online version to be posted soon at www.Softwaremag.com is searchable by category, making it what we call the online catalog to enterprise software."

The Software 500 is a revenue-based ranking of the world's largest software and services suppliers targeting medium to large enterprises, their IT professionals, software developers and business managers involved in software and services purchasing.

Go to www.myswrmag.com to subscribe to digital Software Magazine and be among the first to see the 2008 Software 500. It is being released first in the digital publication.

The ranking is based on total worldwide software and services revenue for 2007. This includes revenues from software licenses, maintenance and support, training and software-related services and consulting. Suppliers are not ranked on their total corporate revenue, since many have other lines of business, such as hardware. The financial information was gathered by a survey prepared by King Content Co. and posted at www.Softwaremag.com, as well as from public documents.

About Digital Software Magazine, the Software Decision Journal, and Softwaremag.com

Digital Software Magazine, the Software Decision Journal, has been a brand name in the high-tech industry for 30 years. Softwaremag.com, its Web counterpart, is the online catalog to enterprise software and the home of the Software 500 ranking of the world's largest software and services companies, now in its 26th year. Software Magazine and Softwaremag.com are owned and operated by King Content Co.

About Synchronoss Technologies, Inc.

Synchronoss Technologies (NASDAQ: SNCR - News) 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(R) software platforms automate, synchronize and simplify electronic service creation and management of advanced wireline, wireless and IP services across existing networks. For more information, please visit www.synchronoss.com.

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CONTACT: Synchronoss Technologies, Inc.

Media:

Stacie Hiras, 908-547-1260

stacie.hiras@synchronoss.com

or

Investor:

Tim Dolan, 617-956-6727

investor@synchronoss.com

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