



Synchronoss Appoints Karen Rosenberger to CFO, Executive Vice President and Treasurer

April 1, 2014

Rosenberger to Manage Company's Financial and Business Operations Activities

BRIDGEWATER, N.J.--(BUSINESS WIRE)--Apr. 1, 2014-- [Synchronoss Technologies, Inc.](http://www.synchronoss.com) (NASDAQ: SNCR), the mobile innovation leader that provides cloud solutions and software-based activation for connected devices across the globe, today announced the appointment of Ms. Karen L. Rosenberger to Chief Financial Officer, Executive Vice President and Treasurer. In this role, Ms. Rosenberger will oversee all financial and business operations activities for the company.

Prior to taking this position, Ms. Rosenberger served as the Senior Vice President and Chief Accounting Officer of Synchronoss since January 2012. Preceding this role, Ms. Rosenberger has held various senior level positions within the Finance organization from December of 2000. Before joining Synchronoss, Ms. Rosenberger held management positions with Medical Broadcasting Company and CoreTech Consulting Group.

Ms. Rosenberger succeeds Lawrence Irving, who played a crucial role in the company's development since 2001. Mr. Irving will remain an employee of the company and provide advisory services until his retirement at the end of 2014.

"We are proud to have an outstanding leader such as Karen join our executive management team through this well deserved promotion," said Stephen Waldis, Founder, Chairman and Chief Executive Officer, Synchronoss. "Karen possesses a solid understanding of our business and will be responsible for overseeing our financial performance as we execute against the company's growth strategies. Waldis continued, "Larry has been a highly valued part of our management team and a key contributor in helping to build Synchronoss into the successful and profitable company it is today. I look forward to his continued contributions as an advisor in the coming months and wish him well in retirement."

"I am looking forward to my new role as CFO and continuing to work with the talented executive management team we have at Synchronoss. This is an exciting period of growth and opportunity for the company and I look forward to helping Synchronoss successfully execute on its vision," said Ms. Rosenberger.

Ms. Rosenberger is a certified public accountant and a member of the American Institute of Certified Public Accountants and the New Jersey Society of Certified Public Accountants.

About Synchronoss Technologies, Inc.

Synchronoss Technologies (NASDAQ: SNCR) is the mobile innovation leader that provides personal cloud solutions and software-based activation for connected devices across the globe. The company's proven and scalable technology solutions allow customers to connect, synchronize and activate connected devices and services that empower enterprises and consumers to live in a connected world. For more information visit us at:

www.synchronoss.com.

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