



FOR IMMEDIATE RELEASE

Iconic Watch Brand Timex Introduces Innovative Smartwatch

*TIMEX® IRONMAN® ONE GPS+ Offers Stand-Alone Connectivity without a Phone;
Developed in Close Collaboration with Qualcomm and AT&T*

MIDDLEBURY, CT (August 6, 2014) – Timex, the iconic leader in outdoor and sports performance timepieces and the first authentic watch brand to enter the smartwatch space, has reached yet another milestone with the introduction of the TIMEX® IRONMAN® ONE GPS+, offering consumers stand-alone wireless connectivity without a phone.

Timex is simplifying the wearable technology experience for all users, as TIMEX® IRONMAN® ONE GPS+ gives consumers the freedom to remain connected during any activity while leaving their phones and music devices behind.

Providing new solutions for fitness activities and for any other instance when carrying a phone is not ideal, TIMEX® IRONMAN® ONE GPS+ includes a series of game-changing features, including:

- Stand-alone wireless connectivity without a phone
- Email-based messaging capabilities
- Tracking capabilities that communicate the user's location to friends and family anytime, anywhere
- Custom-built "Find Me Mode" safety solution, which allows users to send an alert with exact location in case of an emergency
- Ability to track speed, distance and pace in real-time and instantaneously share performance metrics through your favorite social media and online fitness platforms
- Water resistance up to 50 meters, an essential feature for water exposure, training in the rain or swimming
- Built-in MP3 component with 4 GB of memory to play music via a Bluetooth headset
- Always-on, sunlight-readable, high-resolution touch display
- One year of data connectivity by AT&T included for U.S. and Canadian subscribers

TIMEX® IRONMAN® ONE GPS+ has been developed in close collaboration with Qualcomm Connected Experiences, Inc., a subsidiary of Qualcomm Incorporated, a leader in mobile technology, and leading mobile service provider AT&T. Products from several Qualcomm

companies and AT&T were used to provide mobility, connectivity and display technologies to create game-changing features.

“The introduction of the TIMEX® IRONMAN® ONE GPS+ smartwatch represents an exciting opportunity for Timex in the smartwatch category, as we build upon the rich, authentic tradition of the Timex brand, as well as our 160 year heritage,” said Anette S. Olsen, Chairman of Timex Group. “For nearly three decades, TIMEX® IRONMAN® has provided athletes with innovative solutions to enhance their training experiences. Our collaboration with industry stalwarts Qualcomm and AT&T has enabled us to introduce the first smartwatch that offers stand-alone wireless connectivity without a phone and has great appeal to a broad range of fitness enthusiasts as well as tech-savvy individuals and those who simply wish to make a statement.”

Since its inception, Timex has revolutionized the watch industry by bringing affordable, fashionable, reliable and technologically-advanced timepieces to consumers. The brand is recognized for its timeless and classic watches and for introducing new technologies, particularly in the sports timing and performance segment.

“Wearables, including smartwatches, is an emerging category that holds significant promise for Qualcomm, and we are very pleased to have worked with Timex and AT&T on the development of the IRONMAN® ONE GPS+ sports watch and delivery platform,” said Derek Aberle, President of Qualcomm Incorporated. “The watch combines the human wrist ergonomics expertise of Timex with proven Qualcomm technologies and will provide fitness enthusiasts with a truly unparalleled design and connected experience.”

“Wearable devices like smartwatches can deliver so much more value for customers when they are fully connected,” said Glenn Lurie, president of Emerging Enterprises and Partnerships, AT&T Mobility. “TIMEX® IRONMAN® ONE GPS+ is a perfect illustration. It gives the user a simplified yet robust experience he or she needs during and after a workout without having to rely on a smartphone.”

TIMEX® IRONMAN® ONE GPS+ is powered by a cloud-based service delivery platform managed by Synchronoss, which is also leading the development of the product’s mobile application and web portal.

“With the pioneering TIMEX® IRONMAN® ONE GPS+, Timex is at the forefront of connected devices, where innovation occurs at the intersection of product and user interface,” said Nick Lazzaro, EVP & President, Emerging Markets, Synchronoss. “That’s why we’re proud to develop cloud-based solutions that will provide users with a powerful, yet intuitive, interface for monitoring performance, health and fitness goals.”

The introduction of the TIMEX® IRONMAN® ONE GPS+ smartwatch marks a further expansion of the iconic TIMEX® IRONMAN® portfolio, which includes the following products launched in 2014: TIMEX® IRONMAN® Movex20, TIMEX® IRONMAN® Runx20 GPS and TIMEX® IRONMAN® Run x50+.

The TIMEX® IRONMAN® ONE GPS+ will be available for purchase this fall at timex.com, att.com, AT&T stores, att.com, sports specialty and electronic stores. Pre-order is now available on timex.com at \$399.95.

About the Timex Group:

Timex Group designs, manufactures and markets innovative timepieces globally. Founded in 1854, Timex is part of Timex Group, a privately-held company with multiple brands and over 5,000 employees worldwide.

About Qualcomm

Qualcomm Incorporated (NASDAQ: QCOM) is a world leader in 3G, 4G and next-generation wireless technologies. Qualcomm Incorporated includes Qualcomm's licensing business, QTL, and the vast majority of its patent portfolio. Qualcomm Technologies, Inc., a wholly-owned subsidiary of Qualcomm Incorporated, operates, along with its subsidiaries, substantially all of Qualcomm's engineering, research and development functions, and substantially all of its products and services businesses, including its semiconductor business, QCT. For more than 25 years, Qualcomm ideas and inventions have driven the evolution of digital communications, linking people everywhere more closely to information, entertainment and each other. For more information, visit Qualcomm's website, OnQ blog, Twitter and Facebook pages.

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About AT&T

AT&T Inc. (NYSE:T) is a premier communications holding company and one of the most honored companies in the world. Its subsidiaries and affiliates – AT&T operating companies – are the providers of AT&T services in the United States and internationally. With a powerful array of network resources that includes the nation's most reliable 4G LTE network, AT&T is a leading provider of wireless, Wi-Fi, high speed Internet, voice and cloud-based services. A leader in mobile Internet, AT&T also offers the best wireless coverage worldwide of any U.S. carrier, offering the most wireless phones that work in the most countries. It also offers advanced TV service with the AT&T U-verse® brand. The company's suite of IP-based business communications services is one of the most advanced in the world.

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About Synchronoss Technologies, Inc.

Synchronoss Technologies, Inc. (NASDAQ:SNCR) is the mobile innovation leader that provides 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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