

## Synchronoss Supports Success of the Mobile Virtual Network Operator (MVNO) Market

August 23, 2005

Bridgewater, New Jersey (August 23, 2005) – As the leading provider of e-commerce channel automation and exception management to the telecom marketplace, Synchronoss Technologies, Inc. ([www.synchronoss.com](http://www.synchronoss.com)), is taking its expertise and carrier-grade transaction model to the MVNO (mobile virtual network operator) marketplace. The company's track record of success continues today with the official announcement that Synchronoss will provide mobile virtual network enabler (MVNE) services to current and emerging MVNOs.

Fueled by successful MVNO players such as Virgin Mobile and Boost, as well as new entrants like Disney and ESPN, the MVNO market is projected to experience significant expansion and Synchronoss is positioned to support their success.

"The MVNO market will make up between 10 to 20 percent of the total U.S. wireless market in the next five years," said Tole Hart, Research Director, Mobile & Wireless, Gartner.

"MVNOs specialize in marketing to dedicated customer segments and they often need the kind of telecom expertise that Synchronoss can provide in areas like e-commerce workflow management and automated exception handling," said Stephen G. Waldis, President and CEO, Synchronoss Technologies, Inc. "Synchronoss has supported service providers from established telephony operating companies to emerging broadband and VoIP companies, so we feel poised to take advantage of the burgeoning opportunities we see in the MVNO market. Our ActivationNow® Technology Platform has been easily integrated into the wireless networks that are being utilized by MVNOs."

The Synchronoss ActivationNow Platform enables MVNOs to leverage and build their brand marketing of voice and data products and services, as yet another way to differentiate their customer experience. Synchronoss accelerates the ability for MVNOs to enter the market and capitalize on competitive shifts to improve bottom line performance by providing end-to-end, transaction-based provisioning and procurement, while guaranteeing service levels.

"MVNOs are a natural extension of our wireless focus," said Waldis. "Synchronoss expects to penetrate and gain market share within this potentially lucrative market. As with VoIP LNP, we intend to leverage our technology and industry experience to help brands that are unfamiliar with the intricacies of implementing critical telecommunications processes so that they can increase revenue and continue to evolve telephony as we know it by bringing superior services and real value to their subscribers."

About Synchronoss Technologies, Inc.

Entering its fifth year of consistent, double-digit growth, Synchronoss Technologies, Inc., is the leading provider of e-commerce service fulfillment and order management to the telecom marketplace by simplifying technology complexities through integrating disparate systems. Synchronoss enables communication service providers and FORTUNE 500 enterprise customers to deliver SLA-backed service to their subscribers across wireline, wireless, and broadband networks. Synchronoss' clients include Tier 1 wireless, VoIP, and cable providers, such as Vonage, Cablevision Systems Corporation, Cingular, Level 3 Communications, MCI, KMC Telecom Solutions, and AT&T Business Services. For more information, visit [www.synchronoss.com](http://www.synchronoss.com).