

## **Synchronoss Scores Silicon Valley and Wall Street Top Talent; Executive Team Appointments Reflect Company's Push into New Markets, Public Company Status**

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BRIDGEWATER, N.J.--(BUSINESS WIRE)--Aug. 28, 2006--Synchronoss Technologies, Inc. (Nasdaq: SNCR) today announced the appointments of Omar Tellez as executive vice president of marketing and Ronald Prague as vice president & general counsel.

Tellez will be responsible for strategic marketing as Synchronoss continues to broaden its offerings to communications service providers. He brings extensive software experience to the company. Before joining Synchronoss, Tellez was the vice president of the product solutions group at Openwave Systems (Nasdaq: OPWV) where he designed and executed the strategies to tackle the convergence, spam & virus and MVNO arenas. Prior to Openwave, Tellez was with Booz-Allen & Hamilton in the San Francisco office where he led a variety of engagements in the communications, media and technology arenas. He is an Industrial Engineer and has an MBA with Honors from the Haas School of Business at the University of California, Berkeley. He is also one of the key founding members of the Messaging Anti Abuse Working Group (MAAWG), a global non profit organization seeking to make the Internet a safer place.

As vice president & general counsel, Ronald Prague will oversee all corporate and legal affairs for Synchronoss Technologies. Prague comes to Synchronoss from Intel Corporation, where he was group counsel for Intel's communication infrastructure group. Prior to joining Intel, Prague practiced for ten years with the New York law firms of Haythe & Curley (now Torys LLP) and Richards & O'Neil (now Bingham McCutchen), focusing on litigation, mergers & acquisitions, securities and intellectual property matters. He also has extensive experience guiding companies through public offerings. Prague is a graduate of Northwestern University School of Law and earned a Bachelor of Science degree with distinction from Cornell University.

"These appointments reflect our trajectory for growth since going public last June," said Stephen G. Waldis, president and CEO of Synchronoss Technologies, Inc. "Omar has strategic vision and experience in both the wireless and wireline arena to lead our push into enabling the delivery of new, revenue-driving applications by communications service providers. With his track record counseling both large corporations and newly public companies, Ron is the perfect candidate to guide Synchronoss through this important time in our company history."

### About Synchronoss Technologies

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) software platform automates, synchronizes and simplifies electronic service creation and management of advanced wireline, wireless and IP services across existing networks. Tier One Synchronoss clients include AT&T, Cablevision Systems Corporation, Cingular Wireless, Level 3 Communications, Time Warner Cable, Verizon Business Solutions, and Vonage. For more information, please visit [www.synchronoss.com](http://www.synchronoss.com).

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