



Synchronoss Technologies Selected by Time Warner Cable for Mobile Access Launch

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Expanded Use of ActivationNow(R) Platform Now Includes Cross

Network Activation of Wireline and Wireless Services

BRIDGEWATER, N.J. & STAMFORD, Conn.--(BUSINESS WIRE)--Feb. 5, 2007--Synchronoss Technologies, Inc. (NASDAQ: SNCR), the leading software provider of electronic order management solutions to the communications services marketplace, today announced that its ActivationNow(R) platform has been selected to provide order management, activation and provisioning for Time Warner Cable's Mobile Access product.

This announcement expands on the existing and recurrent services that Synchronoss provides to Time Warner Cable's Digital Phone business and is a testament to how the ActivationNow platform helps communication service providers (CSPs) keep pace with their needs to roll-out additional solutions and product bundles.

"As we introduce our recently launched Mobile Access product to additional divisions, Synchronoss will play an integral role by providing a streamlined order processing solution," said Mike Roudi, Vice President of Time Warner Cable's Wireless Division.

In 2006, Time Warner Cable launched Mobile Access in Austin, TX and Raleigh, NC. Mobile Access is a new service that integrates mobility into Time Warner Cable's core products of Video, Road Runner High Speed Online and Digital Phone with a Sprint wireless phone. Mobile Access is being offered as a result of Time Warner Cable's alliance with Sprint Nextel and other cable operators.

"This is a clear example of Time Warner Cable's focused drive of launching innovative cross network services " said Omar Tellez, Executive Vice President of Marketing at Synchronoss Technologies, Inc. Tellez added, "This is significant for Synchronoss not only because it represents a step forward in our efforts to move our ActivationNow platform 'Up the Stack' into a cross network environment, but also places us in a unique position to ride the convergence wave."

About Synchronoss Technologies, Inc.

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, Comcast, Level 3 Communications, Time Warner Cable, Verizon Business Solutions, and Vonage. For more information, please visit www.synchronoss.com.

About Time Warner Cable

Time Warner Cable owns and manages cable systems serving 13.4 million subscribers in 33 states. Passing approximately 26 million homes, Time Warner Cable includes some of the most technologically advanced and best-clustered cable systems in the country, with nearly 85 percent of the Company's customers located in five geographic regions: New York, Texas, Ohio, the Carolinas and southern California. Leveraging its leadership in innovation and quality customer care, Time Warner Cable delivers advanced products and services such as video on demand, high definition television, digital video recorders, high-speed data and Digital Phone. Time Warner Cable is a subsidiary of Time Warner Inc. (NYSE: TWX).

CONTACT: Synchronoss Technologies, Inc.

Investor:

Tim Dolan, 617-956-6727

investor@synchronoss.com

or

Media:

Stacie Hiras, 908-547-1260

stacie.hiras@synchronoss.com

SOURCE: Synchronoss Technologies, Inc.