

## Synchronoss Selected to Speak at the GSMA Mobile World Congress (MWC) in Barcelona

January 28, 2008

Digital Customer Experience Optimization Discussion to Be Held at the MWC's CMO Forum

BRIDGEWATER, N.J.--(BUSINESS WIRE)--Jan. 28, 2008--Synchronoss Technologies, Inc. (Nasdaq: SNCR), the premier provider of on-demand transaction management software to Tier One communications service providers (CSPs), today announced that it has been selected to speak about the "Optimization of the Digital Customer Experience" at the GSMA Mobile World Congress to be held in Barcelona, Spain, February 11th-14th 2008. Specifically Synchronoss' Chief Marketing Officer, Omar Tellez, has been selected to participate in a CMO Forum panel titled, "Mobile as a True Marketing Channel--Realizing the Opportunity" taking place on Monday, February 11, 2008 at 2:30 pm local time.

"Building on our recent International strategy, Synchronoss' presence at GSMA Mobile World Congress will allow us to showcase and discuss how our ConvergenceNow(R) platform can help CSPs deliver a truly 'game changing' digital customer experience for activating and provisioning smart phones and converged services to customers," explained Sean Parkinson, President International Division, Synchronoss Technologies, Inc.

"Communication service providers (CSPs) are very quickly transitioning from offering individual siloed services such as basic voice and video to integrating, marketing and selling complex combinations. In order for CSPs to realize success, they must reenergize their processes and focus on driving an optimal customer experience," continued Parkinson.

For more information about Synchronoss' participation in the Mobile World Congress, including an opportunity to view a ConvergenceNow(R) Demo (at partner Siemens' Hospitality Suite #18) please contact:

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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) and ConvergenceNow(R) software platforms automate, synchronize and simplify electronic service creation and management of advanced wireline, wireless and IP services across existing networks. Tier One Synchronoss clients include AT&T, Cablevision, Charter Communications, Clearwire, Comcast, Embarq, Level 3, Time Warner Cable, Verizon Business Solutions, and Vonage. For more information, please visit [www.synchronoss.com](http://www.synchronoss.com).

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