

Synchronoss' Game Changing Activation Platform Wins Innovator Award

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VON Magazine Awards ConvergenceNow(R) with 2008 VON Magazine Innovator Award

BRIDGEWATER, N.J. & NORWOOD, Mass.--(BUSINESS WIRE)--March 5, 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 received the 2008 VON Magazine Innovator Award, which is the foremost listing of innovative companies that represent the future of the Internet Communications industry. VON Magazine recognized Synchronoss and its ConvergenceNow(R) software platform, which provides a game-changing technology utilized by CSPs to optimize the digital customer experience related to activation and orchestration of devices, and services across a multitude of networks in a seamless fashion.

The ConvergenceNow platform automates, synchronizes, and simplifies the order to cash process for complex service bundles including voice, video, wireless, high speed Internet access, content, and devices while reducing costs and dramatically improving customer experience. Widely recognized in the industry, the ConvergenceNow platform provides a revolutionary new approach to how CSPs optimize the experience of activating devices and services.

"Synchronoss should take pride in its accomplishments because the selection committee unanimously felt as though the ConvergenceNow platform stood apart from the large field of companies that participated in the nomination process," said Bill Sell, Publisher, VON Media Group. "The VON Magazine Innovator Awards recognizes the Internet Communications industry's best and brightest companies, and we're pleased to include Synchronoss as an inaugural winner."

"Synchronoss continues to focus on enabling our clients to deliver the most comprehensive digital customer experience from any channel or device, to any network across multiple types of content at any time," said Andrew Wilmot, Vice President and General Manager of Product Management for Synchronoss. "We are honored that the VON community has recognized the importance of the digital customer experience by awarding the ConvergenceNow platform the VON Magazine Innovator Award."

About the VON Magazine Innovator Awards

Building on the legacy of the Pulver 100, the VON Innovator Awards have evolved to recognize all companies - start-ups to publicly-traded companies - which represent the future of Internet Communications. Each participating company completed a lengthy and comprehensive nomination process, and the recipients have been selected from a committee made up of VON Magazine editors, columnists, and contributors, as well as the leading content producer for the VON.x conferences. The Inaugural VON Magazine Innovator Award winners will be honored at Spring VON.x at 6:00 PM Pacific time on March 18th in the VON Theatre in San Jose. For additional information, please visit: <http://vonmag.com/innovators/>.

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. For more information, please visit www.synchronoss.com.

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