

## Synchronoss Selected to Discuss Key Mobile Trends at CTIA Wireless 2008

March 12, 2008

### **Omar Tellez to Participate in Panel Discussion with Executives from AT&T Mobility, Electronic Arts, Microsoft, Motorola, Qualcomm, and Sony Ericsson**

BRIDGEWATER, N.J., Mar 12, 2008 (BUSINESS WIRE) -- 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 discuss the key mobile trends at CTIA 2008 in Las Vegas. The panel will include Synchronoss' Chief Marketing Officer and Executive Vice President, Omar Tellez, and senior executives from Tier One CSPs, leading device manufacturers and OEMs and will take place on April 1st, 2008 between 2:30 PM and 3:45 PM (PST) in the Las Vegas Convention Center, Room North 111.

"Consumers are increasingly using their mobile devices and an array of communications services to support their personal and professional lives," said Omar Tellez, Chief Marketing Officer and Executive Vice President at Synchronoss Technologies. "As the devices get smarter and the services become more pervasive, mobile operators will need to keep pace and deliver highly personalized and interactive digital customer experiences to throttle growth."

Synchronoss will have a major presence at CTIA. Company activities during the conference include:

Tuesday, April 1-Thursday, April 3, 2008

WHAT: Hospitality Suite

WHERE: Meeting Room #155

Tuesday, April 1, 2008

WHAT: Customer Appreciation Dinner

Tuesday, April 1, 2008 - 2:30 PM - 5:45 PM PST

WHAT: Speaking Session - Application Platforms and Key Trends in Mobile Software Development

WHERE: Las Vegas Convention Center - Room: North 111

For More Information about the Panel See: [http://www.ctiawireless.com/events/educational\\_sessions.cfm](http://www.ctiawireless.com/events/educational_sessions.cfm)

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](http://www.synchronoss.com).

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