

Synchronoss Expands Business Development with Appointment to Executive Team

November 13, 2008

Daniel Rizer Joins Synchronoss to Drive Company Growth and Strategic Investments

BRIDGEWATER, N.J.--(BUSINESS WIRE)--Nov. 13, 2008--Synchronoss Technologies, Inc. (Nasdaq: SNCR) the leading software provider of electronic order management solutions to the communications services marketplace, today announced the appointment of Daniel Rizer as Executive Vice President of Business Development. In his role, Mr. Rizer will lead the direction and execution of Synchronoss' strategic initiatives, mergers and acquisitions, and the creation of new channel development activities. Additionally, Mr. Rizer will be responsible for the identification, negotiation and integration of acquisitions, joint ventures, alliances and strategic investments to create shareholder value.

Prior to joining Synchronoss, Mr. Rizer was the Chief Operating Officer for Motricity, which provides Portal, Storefront, Search, Managed Web, and Gateway solutions to mobile operators and content providers. While at Motricity, Mr. Rizer oversaw company operations and was instrumental in its growth from approximately \$35 million to \$100 million in annual revenues. Mr. Rizer was also involved with several successful M&A transactions and post-merger integration efforts including Motricity's \$135 million purchase of the mobile division of publicly-traded Infospace. Previously, Mr. Rizer served as IBM's Next Generation Network/Network Transformation lead for the Americas Group. In this position, Mr. Rizer focused on developing and selling large, complex deals to wireless carriers. He also served as the lead services executive for IBM's Verizon account. Prior to IBM, Mr. Rizer worked with several global consultancies including Accenture where he was a Partner in their Communications and High Tech industry practice working with carriers across North America and Europe.

"We are extremely pleased to welcome Daniel to our executive management team," said Stephen G. Waldis President and Chief Executive Officer of Synchronoss Technologies, Inc. "He brings a wealth of wireless and telecom expertise to our company, not to mention a solid track record for successfully implementing business plans to promote growth."

Mr. Rizer received his Bachelor of Science in Operations Management from Auburn University, and graduated with a Master of Science in Management Information Systems from Boston University.

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 ConvergenceNow(R) and ConvergenceNow(R) Plus+ 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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