

Synchronoss' ConvergenceNow(R) Plus+ to Enable End-to-End Customer Management for AT&T CruiseCastSM Mobile TV Service

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ConvergenceNow(R) Plus Platform Manages the Complete Subscriber Management Process

BRIDGEWATER, N.J.--(BUSINESS WIRE)--Mar. 26, 2009-- Synchronoss Technologies, Inc. (NASDAQ: SNCR), a premier software provider of electronic order-management solutions to the communications services marketplace, today announced it will power the entire customer-care front and back ends for the **AT&T CruiseCastSM** mobile TV service through its ConvergenceNow[®] Plus+ platform.

AT&T CruiseCast service will offer a robust lineup of 42 entertainment channels, 22 satellite TV and 20 radio channels that will include a variety of kids and family, documentary, music, comedy, news and sports programming at launch. The **AT&T CruiseCast** service will enable families, commuters and mobile professionals to watch the same type of television experience in the rear seat entertainment systems of their vehicles that they now have in their homes.

"Synchronoss provides **AT&T CruiseCast** users with an optimal experience by providing an environment with a single point of access for the service activation as well as subscriber life-cycle management," said Michael Grannan, chief operating officer of RaySat Broadcasting Corporation (RBC).

"The ConvergenceNow[®] Plus+ platform simplifies and automates the process from activation to customer care so we can focus on delivering the best quality video to our customers on the road."

Synchronoss' ConvergenceNow[®] Plus+ platform will enable the subscriber account management and service activation for the **AT&T CruiseCast** offering. From purchase and activation to account changes, ConvergenceNow[®] Plus+ consolidates the orchestration and customer-care operations while providing customers with a superior and seamless experience.

The **AT&T CruiseCast** service utilizes breakthrough technology that overcomes line-of-sight obstacles, such as overpasses, buildings, trees or tunnels, to deliver television programming to cars, non-commercial trucks and SUVs. This groundbreaking **AT&T CruiseCast** service was created through the collaboration of RBC and AT&T*, the world's premier telecommunications company. RBC, a privately held U.S. company, is working with the business development group at AT&T to introduce the new product to the marketplace.

"Our ConvergenceNow[®] Plus+ platform provides RBC with a truly end-to-end customer experience from the order capture, activation, provisioning and fulfillment to the complete customer-care interactions," said Chris Putnam, executive vice president, Synchronoss Technologies. "The **AT&T CruiseCast** mobile TV service is a game-changer for customers consuming video now on the road, and we are excited to support its launch."

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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 ConvergenceNow[®] and ConvergenceNow[®] Plus+ 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.

About RaySat Broadcasting Corporation

RaySat Broadcasting Corporation (RBC) is a privately held U.S. company that was created to introduce In-Car Entertainment to the U.S. market under the licensed name "AT&T CruiseCast." Headquartered in Dallas, Texas, RBC capitalizes on pioneering technology that has enabled the creation of a small compact antenna for use on cars, trucks and SUVs that also provides continual coverage on the go, thanks to an advancement that overcomes line-of-sight obstacles such as overpasses, buildings, trees or tunnels. The AT&T CruiseCast service is available in the 48 contiguous states and will offer 42 channels of entertainment programming. RBC will distribute AT&T CruiseCast via a network of automotive dealers, consumer electronics retailers, and other businesses that specialize in automotive accessories. For dealer/retail locations and additional information on RBC and AT&T CruiseCast, please visit www.cruisecast.com.

About AT&T

AT&T Inc. (NYSE:T) is a premier communications holding company. Its subsidiaries and affiliates, AT&T operating companies, are the providers of AT&T services in the United States and around the world. Among their offerings are the world's most advanced IP-based business communications services and the nation's leading wireless, high speed Internet access and voice services. In domestic markets, AT&T is known for the directory publishing and advertising sales leadership of its Yellow Pages and YELLOWPAGES.COM organizations, and the AT&T brand is licensed to innovators in such fields as communications equipment. As part of their three-screen integration strategy, AT&T operating companies are expanding their TV entertainment offerings. In 2009, AT&T again ranked No. 1 in the telecommunications industry on FORTUNE[®] magazine's lists of the World's Most Admired Companies and America's Most Admired Companies. Additional information about AT&T Inc. and the products and services provided by AT&T subsidiaries and affiliates is available at <http://www.att.com>.

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