

Synchronoss Technologies Expands International Operations

October 26, 2010

New International Research & Development and Operations Centre in Galway, Ireland Underscores the Demand for Synchronoss Technologies Across Europe

BRIDGEWATER, N.J. & GALWAY, Ireland, Oct 26, 2010 (BUSINESS WIRE) --

[Synchronoss Technologies, Inc.](#) (NASDAQ: SNCR), the leading provider of on-demand transaction management software platforms, today announced the expansion of its international operations in Europe by opening a Research and Development (R&D) and Operations center in Galway, Ireland.

The inauguration of the international R&D and Operations Center highlights the demand for advanced technologies that address order management, activation and [content transfer & synchronization](#) across European communication service providers (CSPs), retailers/eTailers and original equipment manufacturers (OEMs). The center will be supported by IDA, Ireland's inward investment agency.

Stephen G. Waldis, Chairman, CEO and President of Synchronoss Technologies said, "We are excited about our decision to locate this strategic part of our business in Ireland and look forward to increasing our global footprint in Europe from our centre in Galway to better serve our customers in Europe. The support and partnership that IDA Ireland has provided will be critical as we expand our global business in Europe from this initial wave of engineering and technology focused roles to further growth in 2011."

Welcoming today's announcement, IDA Ireland CEO, Barry O'Leary said: "Eight of the world's top ten ICT multinationals have already recognized the benefits of locating strategically important operations in Ireland and today's announcement is further evidence that Ireland continues to be a major player in winning investment from highly innovative companies. IBM's 2010 global location trends report published last week, positions Ireland in the top tier countries globally for attracting inward investment in R&D and services such as today's announcement by Synchronoss."

ABOUT SYNCHRONOSS TECHNOLOGIES INC.

Synchronoss Technologies (NASDAQ: SNCR) is the leading global provider of on-demand transaction management technology. The company's ConvergenceNow^(R), ConvergenceNow^(R) Plus+(TM) and InterconnectNow(TM) technology platforms enable communication service providers, cable operators, retailers/e-tailers and OEMs to automate [subscriber activation](#), order management, provisioning and content transfer and synchronization of connected devices, across any network from any distribution channel. For more information visit us at:

Web:www.synchronoss.com

Blog:<http://blog.synchronoss.com>

Twitter:<http://twitter.com/synchronoss>

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SOURCE: Synchronoss Technologies Inc.

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