

Synchronoss Ranked Among World's Largest Software Companies

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Software Magazine Recognizes Synchronoss in 30th Annual Software 500

BRIDGEWATER, N.J.--(BUSINESS WIRE)--Sep. 27, 2012-- [Synchronoss Technologies, Inc.](#) (NASDAQ: SNCR), the mobile innovation company that provides activation and mobile content management solutions for mobile devices, today announced its inclusion in Software Magazine's Software 500 ranking of the world's largest software and service providers, now in its 30th year.

"At Synchronoss, our activation and mobile content management platforms provide Tier One service providers and device manufacturers with a de-facto industry standard solution to bring devices and services to market while providing subscribers the best mobile customer experience," said [Bob Garcia](#), President and Chief Operating Officer, Synchronoss. "To be ranked among the top software companies in the world by Software Magazine further validates our position as a global leader in customer experience and mobile innovation."

"The 2012 Software 500 results show that revenue growth in the software and services industry was again healthy, with total Software 500 revenue of \$643.6 billion worldwide for 2011, representing approximately 19 percent growth from the previous year's list," says John P. Desmond, editor, Software Magazine.

The ranking is based on total worldwide software and services revenue for 2011. This includes revenue from software licenses, maintenance and support, training, and software-related services and consulting. Suppliers are not ranked on total corporate revenue, since many have other lines of business, such as hardware. The financial information was gathered by a survey prepared by Rockport Custom Publishing, LLC. and posted at www.softwaremag.com, as well as from public documents.

About Software Magazine and Rockport Custom Publishing

Software Magazine has been a brand name in the high-tech industry for more than 36 years. Softwaremag.com, its Web counterpart, is the online guide to enterprise software and the home of the Software 500 ranking of the world's largest software and services companies. Software Magazine and Softwaremag.com are owned and operated by Rockport Custom Publishing.

Rockport Custom Publishing is a leading integrated media company focusing on technology. For more information, visit: www.rockportpubs.com.

About Synchronoss Technologies, Inc.

Synchronoss Technologies (NASDAQ: SNCR) is the mobile innovation company that provides software-based activation and mobile content management solutions for connected devices across the globe. The company's proven and scalable technology solutions allow customers to connect, synchronize and activate connected devices and services that empower enterprises and consumers to live in a connected world. For more information visit us at:

Web: www.synchronoss.com

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

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



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