

“Synchronoss Cares” Campaign Aims to Raise Money and Offer Support for Hurricane Sandy Relief Efforts in New Jersey

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BRIDGEWATER, N.J.--(BUSINESS WIRE)--Nov. 19, 2012-- [Synchronoss Technologies, Inc.](#) (NASDAQ: SNCR), the mobile innovation company that provides activation and mobile content management solutions for connected devices, today announced a company initiative to raise money and offer support to families and communities throughout New Jersey that were impacted by Hurricane Sandy. The company's "Synchronoss Cares" program is calling on all employees, many whom reside within the tri-state area, to help raise money and/or volunteer time to help those in need.

Synchronoss Cares has selected three charities, Everett Family Fund, Hurricane Sandy NJ Relief Fund and American Red Cross, NJ Chapter, as the recipients of the company's fundraising efforts. In addition to monetary donations, Synchronoss Cares has chosen a fourth charity, Habitat for Humanity, for those employees and their family members who would like to donate their time and talents. Synchronoss will donate \$25/per hour (up to \$50,000) to one of the 3 designated charities for each work hour that is invested in projects related to rebuilding homes.

With the combination of fundraising and volunteering, in addition to the amounts raised by employees under the Synchronoss Cares Program, Synchronoss will be donating more than \$100,000 to kick off the program, expected to last through January 31st, 2013. The company's goal is to raise funds throughout the holidays and make contributions to each of the four charities by January 31, 2013.

"Hurricane Sandy had a direct impact on our customers, our employees, and our families," said Stephen Waldis, Founder and CEO of Synchronoss Technologies. "As a leading Public company in NJ, everyone at Synchronoss felt compelled to be part of the rebuilding and recovery process. As a result, we developed the Synchronoss Cares program that enables our employees to come together and provide support to the communities impacted by the storm throughout New Jersey. Being part of a community means more than raising money, it is about becoming dedicated and personally involved with your time and efforts".

The Synchronoss Cares campaign was established in the wake of Hurricane Sandy which devastated much of the Garden State. Tax deductible contributions can be made to the "Synchronoss Charitable Foundation", and mailed to Synchronoss Technologies, 200 Crossing Boulevard, Eighth Floor, Bridgewater, NJ 08807 Attn: SNCR CARES or by contacting synchronosscares@synchronoss.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>

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