



synacor[®]

Synacor selects Avanquest Software to maximize broadband experience of PC owners

*System Suite Essentials Added to Offering to Cable Operators,
Telecom Operators and ISPs to Reduce Tech Support Costs and Increase
Customer Retention*

La Garenne-Colombes, France – May 28, 2008

Avanquest Software, a world leading developer and publisher of consumer software and business solutions, **today announced an agreement to license its System Suite Essentials PC performance optimization software to Synacor**, a provider of technology platforms and content services to leading broadband service providers. Offering a wide array of innovative and easy-to-use PC performance enhancement tools, System Suite Essentials is designed to ensure high-speed PC performance and system reliability that today's broadband subscribers expect from their computers.

"PC users have been flocking to broadband in order to make online music, video, and gaming more enjoyable," said Theodore May, Synacor Vice President of Content and Value Added Services. "These can also magnify PC performance problems that undermine the consumer online experience. Adding System Suite Essentials will enable customers to optimize their own experience."

Avanquest's System Suite Essentials enables PC users to speed up their operating system, troubleshoot hardware problems and maintain "like-new" performance.

"System Suite Essentials is built on our years of experience helping PC users troubleshoot the system problems that plague so many PCs today and return their systems to top performance," said Julie Shevlin, vice president, Avanquest's OEM division. "We've long been committed to helping users get the most out of their PCs and their time online, and we look forward to working with Synacor and their broadband provider customers to ensure that their end-customers have the best experience possible."

Compatible with Windows Vista, XP and 2000 editions, System Suite Essentials performs a wide range of essential PC maintenance functions including hard drive tune-up, management of Windows start-up, recovery of lost data, registry optimization and hardware diagnoses.

With advanced PC Diagnostic, PC Maintenance and Internet Clean-Up technology, the award-winning Avanquest software joins a growing list of subscription service offerings available to cable operators, telecom operators and Internet service providers from Synacor, including premium entertainment, finance, music, sports and games content services.

System Suite Essentials features a complete schedule of preventive measures for diagnosing hardware problems, system clean-up and registry optimization. Additionally, the software includes an innovative "Quick Status" screen for easy and intuitive navigation of the software's menus and utility sets and a Start-Up Commander™ that's designed to speed a PC's initialization process by allowing users to modify and remove unessential programs that slow down and may even harm the system.

For additional information about System Suite Essentials and Avanquest OEM products visit <http://www.avanquest.com/oem/>.

About Synacor

Synacor builds Internet tools and portals that simplify the way consumers get their digital media. Its technology platform provides white label portals, premium online content and email collaboration suites to broadband service providers such as cable operators, telecommunications companies, Internet service providers and others. Synacor provides the focused expertise and technology that allow both service providers and content providers to extend their brands online and create a relevant, personalized online experience for consumers through a single sign-on portal, enhanced content packaging and aggregated billing. For more information on Synacor, please visit <http://www.synacor.com/>.

About Avanquest Software

Avanquest Software is one of the world's leading software publishers, marketing up to 1,500 software titles developed in-house or by developer partners via multiple sales channels on three continents – North America, Europe and Asia. Avanquest Software addresses the general public through its Retail, Online and Direct-to-Consumer channels; businesses through the Corporate channel; and key players in mobile telephony and IT through OEM (Original Equipment Manufacturers) licenses. With 650 employees and approximately 200 engineers in Research and Development distributed between France, China and the United States, the company is committed to constant innovation. Listed on Euronext (ISIN FR0004026714) since December 1996, Avanquest Software is part of Eurolist, SBF index 250. Additional information is available at <http://www.avanquest.com> or <http://about.avanquest.com>.

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