



## **Roku Selects BSSP for Creative and Digital Marketing Services**

**SARATOGA, Calif.,** – Oct. 21, 2013 – Roku® Inc. today announced it has named Butler Shine Stern & Partners (BSSP) its integrated marketing agency following two separate reviews for its creative and digital marketing businesses. The selection comes just weeks after Roku named its first-ever Chief Marketing Officer and as the company prepares for the Holiday season.

“BSSP instantly understood why American families stream more content with Roku than any other streaming player. They love working with brands that challenge the status quo and hold a special place in customers’ hearts,” said Roku Chief Marketing Officer Matthew Anderson. “Our vision is that Roku’s software and streaming players can make TV better for everyone. BSSP will make our vision come alive by combining outstanding creative with a rigorous approach to digital media and campaign analytics. We look forward to putting a spotlight on streaming to the TV with the launch of our Holiday campaign in the coming weeks.”

“With its lead in ease of use, value and more than 1,000 channels, Roku is the best streaming experience on the market and we are excited to have been chosen as the firm to amplify why Roku is the MUST HAVE device for every TV in America,” said Greg Stern, CEO of BSSP. “It’s gratifying to be recognized by Roku, which already has a growing affinity brand, for the new ways we will help the company grow.”

Roku also selected Sellpoints as the conversion engine to optimize the customer journey, reach more qualified consumers on the web and drive more sales through deeper integration with retail channels.

### **About Butler, Shine, Stern & Partners**

BSSP ([www.bssp.com](http://www.bssp.com)) is a full-service marketing communications agency based in Sausalito, CA, providing services in advertising, online marketing, web development, data analytics, integrated communications planning, brand identity, design and strategic brand consulting. BSSP is one of the largest independent agencies on the West Coast and is known for providing highly creative, fully accountable marketing solutions to a broad array of marketers including US Bank, Priceline, MINI Cooper, Columbia Sportswear, Coca-Cola's ZICO and Honest Tea, Isis Mobile Payments, Greyhound, El



Pollo Loco, Google, and SFJAZZ. In 2010, *Adweek* named BSSP "Best Small Agency of the Decade." *Outside* magazine has named BSSP "One of the Best Places to Work in America" in 2011, 2012 and 2013. In 2012, *Forbes.com* named BSSP "One of the Top 10 Agencies in the Country."

#### **About Roku, Inc.**

Roku is the creator of the most popular streaming software platform for delivering video, music and casual games to the TV. Roku launched the first device to stream Netflix to the TV in 2008, and since then has sold more than 5 million Roku streaming players in the U.S. Roku players are also available in Canada, the U.K. and the Republic of Ireland. In addition, Roku works with OEMs who create Roku Ready® devices which access the Roku streaming platform. Roku Ready devices can be purchased from major retailers in the U.S. Roku was founded by Anthony Wood, inventor of the DVR. Roku is privately held and headquartered in Saratoga, Calif., U.S. For more information or to purchase directly from Roku, visit [www.roku.com](http://www.roku.com).

Roku is a registered trademark of Roku, Inc. in the U.S. and in other countries.

###

#### **Media Contacts:**

Roku  
Tricia Mifsud  
[triciam@roku.com](mailto:triciam@roku.com)  
408-898-4452

BSSP  
Toni Lee  
[tlcomm@optonline.net](mailto:tlcomm@optonline.net)  
203-246-7524