

Introducing Roku 3: the Fastest, Most Powerful Roku Player to Date

Flagship Player Debuts Remote with Headphone Jack for Private Listening and New Interface

Saratoga, Calif. – March 6, 2013 – Today Roku® is making it easier and quicker than ever to access more than 750 channels of the best movies, TV shows, sports, music and games with the new Roku 3. The fastest, most powerful Roku streaming player to date, Roku 3 delivers useful innovation – including a faster processor and an enhanced remote with a headphone jack for private listening – and marks the introduction of Roku’s new user interface enabling more fluid browsing and navigation.

“As Roku continues to build the largest selection of streaming entertainment, we are always exploring ways to improve the TV experience for our customers,” said Anthony Wood, founder and CEO, Roku. “Roku 3 introduces thoughtful new features that customers will love. The intuitive new interface makes it easy to find movies and shows quickly while the private listening mode is perfect for late-night streamers who don’t want to wake up the family.”

The Roku 3 enhanced remote features a built-in headphone jack for private listening with the included in-ear headphones. Volume buttons on the remote offer a convenient way to control audio while private listening mode is in use. Additionally, the remote doubles as a motion-sensing game controller for playing games like Angry Birds Space. For even more entertainment possibilities, Roku’s free app for iOS® and Android™ devices transforms a phone into the ultimate Roku command center.

Roku’s new interface maintains the simplicity that Roku is known for, while providing improved access to channels. And the fully integrated Roku Channel Store and one-stop search lets customers easily pinpoint what they want to watch – and get there instantly. The new interface will automatically roll out as a free software update in April to all current-generation Roku devices – Roku LT, Roku HD (model 2500R), Roku 2 HD, Roku 2 XD, Roku 2 XS and the Roku Streaming Stick™.

Roku 3 comes fully loaded with more than 750 channels of entertainment, 1080p HD support, dual-band wireless, Ethernet and USB ports, and a microSD slot.

Recently launched channels on the Roku platform include TWC TV™, BlockBuster On Demand and iHeartRadio. Other channels launching soon include FOX NOW, PBS and PBS KIDS.

Pricing and Availability

The Roku 3 streaming player is available now in the United States through Roku.com, Amazon.com and other leading online retailers for a suggested retail price of \$99.99. It will also be available in retail stores nationwide beginning in April.

About Roku, Inc.

Roku is a leading streaming platform for delivering video, music and casual games to the TV. Roku launched the first player to stream Netflix to the TV in 2008, and today streams more than 750 entertainment channels to millions of devices. Roku streaming players and the Roku Streaming Stick can be purchased from Roku and major retailers in the U.S. Roku players are also available in Canada, the U.K. and Republic of Ireland. Roku was founded by Anthony Wood, inventor of the DVR. The company is headquartered in Saratoga, Calif. For more information, visit www.roku.com.

Roku and Roku Ready are registered trademarks and the Roku Streaming Stick is a trademark of Roku, Inc. in the U.S. and in other countries.

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Media Contact:

Roku

Ha Thai

hthai@roku.com

+1 (408) 832-0823