

## **Roku Upgrades Crackle Channel to Deliver Full-Length Movies and TV Shows**

*Roku customers can now watch ad-supported, full-length feature films like **The Da Vinci Code**, **Ghostbusters**, **Mr. Deeds**, **A Few Good Men** and **the Patriot** with new titles added monthly!*

Saratoga, Calif. – March 29, 2011 – Roku, Inc., maker of the best-selling and award-winning Roku streaming player, announced today that the Crackle channel, currently available to customers in the Roku Channel Store, now features a full suite of ad-supported full-length movies and television series, all free to Roku customers. With this channel update Crackle becomes the only digital network to feature free-to-consumer full-length, unedited movies and television series on Roku.

Crackle's ad-supported service provides consumers with a uniquely curated experience that includes hundreds of Hollywood movies in genres including action, comedy, crime, horror, thriller and sci-fi, plus thousands of TV episodes and award-winning Crackle original programming - all of which can now be accessed by any consumer with the Roku streaming player.

“The updated Crackle channel was launched on Roku just over a week ago and has quickly become a top five installed and watched channel,” said Jim Funk, vice president of business development for Roku, Inc. “We are thrilled with these early results which show the power of great content and even more important great value.”

A sampling of Crackle's current and upcoming movies includes:

- “The Da Vinci Code”
- “21”
- “Ghostbusters”
- “Bad Boys”
- “Big Daddy”
- “Gridiron Gang”
- “We Own the Night”
- “Eight Millimeter”
- “Ultraviolet”
- “A Few Good Men”
- “The Patriot”
- “Mr. Deeds”

Titles are refreshed frequently featuring approximately 20 new titles per month from Columbia Pictures, TriStar Pictures, Screen Gems and Sony Pictures Classics. Crackle on Roku is available in the U.S. only.

All Roku players continue to deliver the largest collection of streaming entertainment available for the TV, including over 100,000 movies and TV shows from Netflix, (NASDAQ: NFLX) Amazon Instant Video (NASDAQ: AMZN) and Hulu Plus; live and on-demand sports from NBA Game Time Premium and NHL GameCenter Live; music from Pandora, MP3tunes, MOG and Rdio; photo and video sharing from Flickr and Facebook; plus news and entertainment from thousands of sources around the world.

First introduced in May 2008, the Roku player provides an easy, affordable, and reliable way for over 1 million customers to watch movies and TV shows instantly on their TV. Since the launch of the Roku Channel Store, all Roku customers now have access to over 150 channels from 85 unique content services, with more added all the time.

**About Roku, Inc.**

The market leader in streaming entertainment devices for the TV with over 1 million units sold, Roku has always believed that anything you want to watch, listen to, and enjoy should simply be there on your TV, whenever you want it. Roku streaming players are renowned for their simplicity, variety of entertainment choices, and exceptional value. Roku is privately held and based in Saratoga, Calif. For more information on the company and its products, visit: <http://www.roku.com>.

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