

Roku Introduces New \$49 Streaming Player

New Roku LT Streams Netflix, Hulu Plus, Amazon, Pandora and 300 More Channels

Saratoga, Calif. – Oct. 11, 2011 – [Roku](#), the leading streaming platform today announced a new affordable streaming player with the market’s lowest price of just \$49.99. Called the Roku LT, this new player works with virtually any TV and delivers the full award-winning Roku streaming experience with more than 300 channels including Netflix, Hulu Plus, Amazon Instant Video, Pandora, EPIX, Crackle, Disney, and the newest premier addition to our channel line-up -- HBO GO. More details on the HBO GO announcement appears in a separate press release also issued today.

“Our goal is a Roku in every home,” said Roku Founder and CEO Anthony Wood. “The Roku LT opens up streaming to more people by lowering the cost of entry in these difficult economic times. With a \$49 price and selection of more than 300 channels we expect the Roku LT will be everyone’s favorite Holiday device.”

The Roku LT streams 720p high-definition video and features built-in wireless. It will be available from Roku.com, Amazon.com and in retail stores nationwide beginning in early November.

The Roku LT complements the Roku 2 family of streaming players which was introduced in late July. The Roku 2 family is unique in that it features casual gaming as well as streaming video and music. Roku 2 is available in three models – Roku 2 HD (\$59.99), Roku 2 XD (\$79.99) and Roku 2 XS (\$99.99)—all feature Bluetooth and a microSD card slot. The flagship Roku 2 XS model comes standard with the Bluetooth-enabled Roku Game Remote with motion control for games like Angry Birds.

About Roku

Roku is the leading streaming platform. Since launching the first Netflix streaming player in 2008, Roku has delivered streaming entertainment to more than one million customers in the U.S. Roku features more than 300 entertainment channels including Netflix, Amazon Instant Video, Hulu Plus, Pandora and Angry Birds. The award-winning Roku players, renowned for their ease of use, value and selection of content, are available for purchase at Roku.com and from leading retailers. Roku is founded by Anthony Wood, inventor of the DVR. For more information about Roku, visit www.roku.com.

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Contact:

Tricia Arana Mifsud

triciam@roku.com

408.898.4452