

## **Roku and the NHL Bringing *NHL GameCenter LIVE* to the TV**

**Saratoga, Calif. – November 10, 2010** – Roku, Inc., maker of the best-selling and award-winning Roku streaming player, and the National Hockey League (NHL), today announced that *NHL GameCenter LIVE*<sup>™</sup>, a subscription service that offers live broadcasts of up to 40 weekly out-of-market hockey games, classic hockey as well as on-demand access to all NHL<sup>®</sup> games 48 hours after broadcast, is coming soon to Roku customers. More information can be found at [www.roku.com/nhl](http://www.roku.com/nhl).

*NHL GameCenter LIVE* provides the most comprehensive access to the NHL regular season, as well as archived and condensed games, highlights, and select games from the first two rounds of the Stanley Cup<sup>®</sup> playoffs. *NHL GameCenter LIVE* is specifically designed for those avid fans looking for the most robust, in-game NHL viewing experience, as well as for the more than 50 percent of NHL fans that live away from their favorite team's local television market and want to watch their favorite team play live. Current *NHL GameCenter LIVE* subscribers can enjoy the service for no additional cost on Roku.

"In order to serve our fans, we are continuing to respond to the convergence of technology, media and consumer behavior," said Perry Cooper, NHL Senior Vice President of Digital Media. "With today's announcement, we are able to deliver NHL GameCenter LIVE and NHL Vault to Roku's consumer base and significantly broaden the availability of our products to our fans in the United States."

The NHL is the third official sports league now partnered with Roku, joining Major League Baseball and the Ultimate Fighting Championship<sup>®</sup> in streaming live and on-demand sporting events to televisions through the Roku players. Roku continues to offer the broadest access to sporting events of any internet streaming television device.

"We are excited to add *NHL GameCenter LIVE* to our growing list of sports offerings on the Roku platform," said Anthony Wood, founder and CEO of Roku, Inc. "Sports is an important part of our content offerings, and Roku aims to bring sports fans the most expansive and best experience possible to stream games from the internet to their televisions."

Roku recently launched its new line of HD-capable streaming players starting at \$59.99, featuring the largest collection of streaming entertainment available for the TV and the lowest prices in the industry. Almost all of games on *NHL GameCenter LIVE* will be available in HD.

The Roku HD (\$59.99) streams video in high-definition at up to 720p, and features built in wireless and Ethernet for easy broadband connectivity anywhere in the home. The Roku XD (\$79.99) and XDS (\$99.99) models deliver the next level of streaming performance, with 1080p HD support (delivered over HDMI) and extended-range

Wireless-N. In addition, the XDS model features dual-band Wireless-N technology, component video output, optical audio output, and a USB port.

In partnering with Roku, the NHL joins other major entertainment partners including Netflix (NASDAQ: NFLX), Amazon Video on Demand (NASDAQ: AMZN), Hulu, and Pandora.

*NHL GameCenter LIVE™* was co-developed with the NHL's strategic partner NeuLion.

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

The market leader in streaming entertainment devices for the TV, 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>.

### **About the NHL**

The National Hockey League, founded in 1917, is the second-oldest of the four major professional team sports leagues in North America. Today, the NHL consists of 30 Member Clubs, each reflecting the League's international makeup, with players from more than 20 countries represented on team rosters. According to a Simmons Market Research study, NHL fans are younger, more educated, more affluent, and access content through digital means more than any other major professional sport. The NHL entertains more than 250 million fans each season in-arena and through its partners in national television (VERSUS, NBC, TSN, CBC, RDS, RIS, ESPN America, ASN and NHL Network™) and radio (NHL Radio™, Sirius XM Satellite Radio and XM Canada). Through the NHL Foundation, the League's charitable arm, the NHL raises money and awareness for Hockey Fights Cancer™ and NHL Youth Development, and supports the charitable efforts of NHL players. For more information on the NHL, log on to NHL.com.

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Press Contacts:

Roku, Inc.  
Brian Jaquet  
408.849.4117 (office)  
415.235.4844 (cell)  
[brian@roku.com](mailto:brian@roku.com)

Jones-Dilworth, Inc.

John Robert Reed  
512-567-9768 (cell)  
[johnrobert@jones-dilworth.com](mailto:johnrobert@jones-dilworth.com)