

Roku Enters Retail with Nationwide Availability at Best Buy

Roku XD model featuring 1080p playback and 802.11n WiFi now available for purchase at your local Best Buy Store.

Saratoga, Calif. – March 30, 2011 – Roku, Inc., maker of the best-selling and award-winning Roku streaming player, announced today that its Roku XD player is available for purchase at Best Buy stores nationwide and at BestBuy.com. With up to 1080p HD streaming support, integrated 802.11n WiFi and Instant Replay the Roku XD offers unlimited entertainment choices and incredible value to customers. The Roku XD has a list price of \$79.99 and is available at Best Buy stores and at BestBuy.com for purchase today. Roku players can also be found at other leading retail stores including BJ's Wholesale Club, Fry's Electronics and RadioShack.

“Having sold over 1 million Roku players through online sales only up until now, we are incredibly excited to announce our entrance into brick and mortar retail with nationwide availability from the preeminent consumer electronics retailer,” said Anthony Wood, founder and CEO of Roku, Inc. “Customers can now grab a Roku off the shelf at Best Buy, take it home and be up and running, enjoying their favorite TV show, movie, music or sports team in just a matter of minutes.”

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), Hulu Plus and Crackle; live and on-demand sports from NBA Game Time 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.

Pricing and Availability

The Roku XD is available for \$79.99 and can be purchased at any Best Buy in the United States and at BestBuy.com. In addition to being available at Best Buy, select Roku players are available at BJ's Wholesale Club, Fry's Electronics and RadioShack. A full list of retailers and which Roku models are

available at each one can be found at <http://www.roku.com/retail>.

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>.

#

Press Contact:

Roku, Inc.

Brian Jaquet

408.849.4117 (office)

415.235.4844 (cell)

brian@roku.com