

Roku Announces Content Partnership with Hulu

Hulu Plus Coming this Fall on All Roku Streaming Players

Saratoga, Calif. (September 28, 2010) Roku, Inc., maker of the best-selling and award-winning Roku streaming player, and Hulu™, the leading online TV service, today announced a partnership to offer the Hulu Plus™ service on all Roku players. The Hulu Plus channel will be available via subscription to all Roku customers later this fall.

Hulu Plus offers one of the deepest offerings of TV shows, both current and classic, on a streaming platform to subscribers in the U.S. Through Hulu Plus on Roku, TV lovers can watch every episode of more than 45 current hit programs from ABC, FOX and NBC like *Modern Family*, *Grey's Anatomy*, *Glee*, *Family Guy*, *The Office* and *30 Rock*. In addition, TV lovers will be able to enjoy full series runs and numerous back seasons of dozens of classic shows like *The X-Files*, *Law and Order: SVU*, *Arrested Development*, *Saturday Night Live*, *Miami Vice*, *Ugly Betty*, *Quantum Leap*, *Buffy the Vampire Slayer*, *Angel*, *Roswell* and *Ally McBeal*. The Hulu Plus channel will be available via subscription to all Roku customers later this fall.

“We are excited to bring Hulu Plus to all Roku users,” said Pete Distad, VP of Content Distribution for Hulu. “With Hulu Plus on Roku, TV fans will have an easy way to stream to their TVs the shows they love, whenever they want.”

Roku pioneered the streaming player category in 2008, and recently launched its new line of HD streaming players starting at \$59.99, featuring the largest collection of streaming entertainment available for the TV, and the lowest prices in the industry.

“We’re thrilled to be able to provide Hulu Plus subscribers with the most inexpensive device to stream Hulu content to their TVs,” said Anthony Wood, founder and CEO of Roku, Inc. “Hulu continues to be an amazing innovator in online entertainment, and Roku is an ideal platform to bring their content back to the living room and high definition televisions where it is best viewed.”

The Roku HD streaming player (\$59.99) delivers video in high-definition and features built-in wireless and Ethernet for easy broadband connectivity anywhere in the home. The new Roku XD (\$79.99) and XDS (\$99.99) models add 1080p HD support (delivered over HDMI) and extended-range Wireless-N. In addition, the XDS model features dual-band Wireless-N technology and USB playback.

In partnering with Roku, Hulu joins major entertainment partners including Netflix (NASDAQ: NFLX), Amazon Video On Demand (NASDAQ: AMZN), Pandora, MLB.TV, and Ultimate Fighting Championship®.

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 Hulu

Hulu is an online TV service whose mission is to help people find and enjoy the world's premium content when, where and how they want it. As we pursue this mission, we aspire to create a service that users, advertisers and content owners unabashedly love. Hulu was founded in 2007 and is operated independently by a dedicated team with offices in Los Angeles, New York, Chicago, and Beijing. NBC Universal, News Corporation, The Walt Disney Company, Providence Equity Partners, and the Hulu team share in the ownership of the company. (www.hulu.com)

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