



## Roku SoundBridge Now as Low as \$149 with New \$50 Rebate

*Making it the Must-Have Gift for Moms, Dads and Grads*

PALO ALTO, Calif., May 2, 2005 – The popular Roku SoundBridge network music player is now as low as \$149 with a new \$50 rebate from Roku. Starting today, consumers can purchase the Roku SoundBridge M500 or M1000 from retail stores or online and receive a \$50 rebate from Roku, making the price \$149 and \$199 respectively. In addition, the SoundBridge M2000 has been permanently reduced in price to \$399. With celebrations for moms, dads and grads just around the corner, consumers will enjoy the extra savings of this new rebate. Roku SoundBridge is the network music player that lets consumers listen to digital music and Internet radio anywhere in the house.

During May and June, consumers can enjoy the \$50 rebate when they purchase a Roku SoundBridge M500 or M1000 from retailers such as Best Buy, Tweeter, Fry's Electronics, Magnolia Audio Video, Crutchfield, RadioShack; online at [www.rokulabs.com](http://www.rokulabs.com); or from any custom install dealer . Consumers redeem the \$50 rebate by visiting [www.rokulabs.com/rebate](http://www.rokulabs.com/rebate) before July 31, 2005 .

"Roku SoundBridge is a great gift for any music lover. It lets consumers listen to all of their favorite digital music and Internet radio anywhere in the house," said Anthony Wood, chief executive officer, Roku. "There are many consumer electronics products to choose from when shopping for the perfect gift. When customers choose Roku SoundBridge, we know they will enjoy the freedom and flexibility of the most compatible network music player. A \$50 discount is just one more reason SoundBridge becomes the most popular choice for digital music in the home."

SoundBridge is the most compatible network music player on the market. In addition to supporting all major digital music formats, it has earned Microsoft's PlaysForSure certification, so it is guaranteed to play music from services using Windows Media DRM 10 such as Napster, Walmart.com and Musicmatch. SoundBridge also connects to Apple's iTunes for automatic playback of unprotected AAC files and to Rhapsody. SoundBridge also streams Internet radio, offering a top-10 list of favorite stations even when the computer is turned off.

SoundBridge comes in three models, all of them sleek and cylindrical. The M500 is 10 inches long by 2.37 inches in diameter, and has a liquid crystal display. The M1000 is 10 inches long by 2.37 inches in diameter and has a vacuum fluorescent display. The M2000 is 17 inches long by 2.75 inches in diameter, has a vacuum fluorescent display. All models come with Wi-Fi.

### **About Roku**

Roku is a privately held digital media company located in Palo Alto , Calif. , and founded by Anthony Wood, the inventor of the digital video recorder (DVR).

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Roku designs sleek digital media products that maximize the digital home entertainment experience. Roku's award-winning products include Roku SoundBridge network music players and Roku PhotoBridge HD digital media players.