



Roku SoundBridge Network Music Player Now Ships with Free Wi-Fi;

Former \$50 Option Now Standard on All SoundBridge Models

Ideal for Enjoying Digital Music in Any Room of the House, Without Touching the Computer

PALO ALTO, Calif., Aug. 27, 2004 -- Roku SoundBridge, the network music player that lets consumers enjoy digital music in any room of the house now ships with free Wi-Fi, formerly a \$50 option. Roku SoundBridge is the stylish network music player that streams digital music and Internet radio anywhere in the home, from any computer, to powered speakers or a stereo system. SoundBridge features a bright, vacuum florescent display and an ergonomic remote control, so consumers can conveniently play digital music, change songs, look for new artists or create playlists, from the comfort of a chair or couch without having to touch their computers.

Roku is giving customers who ordered SoundBridge before today three added value options. They can receive a Roku-tested Wi-Fi card, take \$100 off the purchase of another SoundBridge or a HD1000 high-definition digital media player, or get a \$50 refund. Roku customers can go to www.rokulabs.com/support/wifioffer for more details.

"Roku SoundBridge was designed to be appealing for the living room and kitchen, with a unique display and remote control so consumers don't have to go anywhere near their laptops or desktops to play digital music," said Roku Founder and CEO Anthony Wood. "Now that Wi-Fi is included with all SoundBridge models, there's even more reasons why it's the perfect network music player for any home."

SoundBridge plays digital music in major audio formats, including AAC, the audio file format used by iTunes software jukebox. SoundBridge is the first network music player that has a license from Apple to make it compatible with iTunes, Apple's popular digital jukebox for organizing, sharing and enjoying music. This means that consumers who use iTunes can add SoundBridge to their home networks and instantly begin playing digital music, including iTunes playlists, smart playlists without installing additional software.

Pricing and Availability

Roku SoundBridge comes in two models. Roku SoundBridge M1000 is 10 inches wide x 2.37 inches in diameter and sells for \$249.99. Roku SoundBridge M2000 is 17 inches wide x 2.75 inches in diameter and sells for \$499.99. Consumers purchase Roku SoundBridge and accessories, including a mounting rack at www.rokulabs.com.

Contact
Ann Holland

Phone
650.321.1394 ext. 19

Email
aholland@rokulabs.com

About Roku

Roku is a privately held consumer electronics company located in Palo Alto, Calif., and founded by Anthony Wood, the inventor of the digital video recorder (DVR). Roku designs sleek digital media products that maximize the digital home entertainment experience. Roku's award-winning products include the Roku HD1000 high-definition digital media player and Roku SoundBridge network music players. Based on open platforms, Roku's digital media products create new opportunities for developers to broaden the ways consumers enjoy digital home entertainment.