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Roku Lowers Prices on SoundBridge Network Music Players

PALO ALTO, Calif., Oct. 10, 2005 – Roku has permanently reduced the price of two of its popular SoundBridge network music player models. Consumers can now purchase the SoundBridge M500 or M1000 from retail stores or online for \$149.99 and \$199.99, respectively. Roku SoundBridge is the network music player that lets consumers listen to digital music and Internet radio anywhere in their homes.

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 connects to Apple's iTunes for automatic playback of unprotected AAC files and to Rhapsody. SoundBridge also streams Internet radio, offering a top-15 list of favorite stations even when the computer is turned off.

"SoundBridge is the most stylish way for audiophiles to free the music locked away on their home computers, giving them the flexibility to enjoy digital music and Internet radio throughout their homes," said Anthony Wood, chief executive officer of Roku. "Reducing the price of our most popular SoundBridge models makes it even easier for consumers to make Roku their choice for a home digital entertainment product."

SoundBridge comes in three models, all of them sleek and cylindrical. The M500 is 10 inches long and 2.37 inches in diameter and has a liquid crystal display. The M1000 is the same size but has a vacuum fluorescent display. Also in the SoundBridge family is the M2000, which measures 17 inches long and 2.75 inches in diameter, features a vacuum fluorescent display and is priced at \$399. All come equipped with Wi-Fi. SoundBridge can be purchased through retailers such as Best Buy, Tweeter, Fry's Electronics, Magnolia Audio Video, Crutchfield, RadioShack, or online at www.rokulabs.com.

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). 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.

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