



Roku SoundBridge Wins 2005 CES Innovations Award

Sleek Network Music Player Recognized for Design and Engineering Excellence

PALO ALTO, Calif., Nov 10, 2004 – Roku today announced that its network music player, Roku SoundBridge has won a 2005 CES Innovations Award in the High Performance Audio category. Roku SoundBridge is a network music player that lets consumers play digital music anywhere in their homes - connecting their stereos or powered speakers to their digital music collections and Internet radio stations on their computers.

SoundBridge is the most compatible network music player on the market since it works seamlessly with the most popular file formats and music software that people use today. WMA, AAC, MP3, AIFF and WAV files are supported, and if consumers are already using iTunes® or Windows® Media Connect, SoundBridge is ready to go – no additional software required. SoundBridge’s super bright display, sleek aluminum casing and included Wi-Fi make it a winning part of any home AV system.

Roku SoundBridge will appear in the Best of Innovations display at CES Unveiled: The Official Press Event of the International CES, in the Las Vegas Convention Center’s (LVCC) Grand Lobby, as well as the Innovations Showcase at CES Central Plaza in Innovations Plus.

“We designed SoundBridge to be the best solution for style-conscious digital music enthusiasts,” said Roku Founder Anthony Wood. “Our customers say they love SoundBridge for its ease-of-use and compatibility with mainstream music player software, networking protocols and music formats. It’s also great to get confirmation from the CE industry that we’ve designed an excellent product.”

Roku SoundBridge comes in two models. Roku SoundBridge M1000 is 10 inches wide x 2.37 inches in diameter and sells for \$249.99 with Wi-Fi, and \$199.99 without Wi-Fi. Roku SoundBridge M2000 is 17 inches wide x 2.75 inches in diameter and sells for \$499.99. Consumers can purchase Roku SoundBridge and accessories, including a mounting kit at www.rokulabs.com. Roku SoundBridge is in consumer electronics retail stores nationwide.

About CES Innovations Awards

Since 1989, the prestigious Innovations Design and Engineering Awards Showcase has given consumer technology manufacturers and developers an opportunity to have their newest products judged by a preeminent panel of independent industry designers, engineers and journalists. The CES Innovations Design and Engineering Awards program recognizes the most innovative consumer electronics products in 20 categories.

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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 Roku SoundBridge network music players the Roku HD1000 high-definition digital media player.