



Roku Rolls Out New Low Cost SoundBridge M500

Stylish Network Music Player Available Exclusively at RadioShack Through Holidays

PALO ALTO, Calif., Roku announced today a new low-cost SoundBridge M500 network music player. SoundBridge M500 streams music from any computer and many free Internet radio stations to powered speakers or a stereo system anywhere in the house. It is the most compatible network music player on the market since it works seamlessly with the most popular file formats and music player software that people are using today. Easy to set up and easy to use, SoundBridge M500 integrates into any home computer network, either through its built-in Ethernet or integrated WiFi connections. Consumers no longer have to go to a computer to pick their songs, now they can browse and select music by artist, album, song, genre or composer on the SoundBridge M500 using an included remote control.

SoundBridge M500's modern tubular design fits well into any décor and at 10 inches wide and 2.37 inches in diameter, the player is small enough to put anywhere - even on a shelf or a bedside table. Wi-Fi is included with SoundBridge M500 for users who want to connect it to their wireless home networking system. SoundBridge M500 will be sold exclusively through the end of the year at RadioShack stores nationwide for \$199. With a liquid crystal display measuring 40 by two characters, the affordable, entry-level SoundBridge M500 opens up Roku's powerful music networking technology to an entirely new segment of music lovers.

SoundBridge M500 is the latest in the lineup of award-winning Roku SoundBridge network music players. Like its siblings, the SoundBridge M1000 (\$249.99) and M2000 (\$499.99) available at www.rokulabs.com, the M500 is differentiated by the size and capabilities of its display.

"We've sought to make the easiest to use and most compatible network music player possible, while offering a great looking design at a price that people can afford," said Roku Founder and Chief Executive Officer Anthony Wood. "Now there's no excuse not to have the music you want at the tips of your fingers anywhere in the house."

Recently honored by CES, the world's leading consumer electronics show, with a 2005 CES Innovations Award in the High Performance Audio category, Roku SoundBridge can access play lists from both Windows and Mac-based computers, and supports more digital music than any other network music player, streaming music in WMA, AAC, MP3, AIFF and WAV formats. If consumers are already using iTunes® or Windows® Media Connect, SoundBridge is ready to go with no additional software needed.

Roku SoundBridge can play any song in WMA format, including protected WMA

Contact
Ann Holland

Phone
650.321.1394 ext. 19

Email
aholland@rokulabs.com

content from music services like Napster, MSN Music, Musicmatch and Walmart.com. SoundBridge is verified for the Microsoft PlaysForSure program, which gives consumers an easy way to identify compatible devices and services verified to work together.

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 and Roku HD1000 high-definition digital media player. For more information about Roku and its products, please visit www.rokulabs.com.