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Roku Announces Price Reductions on SoundBridge Internet Radio and Music Players

PALO ALTO, CA, June 26, 2007. Today Roku announced new lower prices for its popular line of SoundBridge Internet radio and streaming music players.

The SoundBridge M1001 has been reduced by \$50 and is now only \$149.99.

The SoundBridge Radio has been reduced by \$100 and is now \$299.99. These planned price reductions are made as part of Roku's goal of making Internet Radio available to as many consumers as possible. Now Internet radio players are more accessible and affordable to more people than ever before.

SoundBridge products can be purchased online at www.rokulabs.com or at retailers nation-wide.

The SoundBridge M1001 is the market leading Internet radio player and solution for streaming music wirelessly from your PC or Mac. The SoundBridge includes compatibility with thousands of Internet radio stations around the world, as well as Rhapsody, iTunes, Windows Media, and other music sources.

The SoundBridge Radio is a complete wireless (Wi-Fi) music system. With a traditional tabletop radio form factor, SoundBridge Radio combines incredible-sounding stereo speakers with a subwoofer, AM/FM radio, alarm, Internet radio and digital music streaming features to create a single stylish, compact component.

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 BrightSign digital sign players.

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