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Roku Named One of the World's 50 Most Innovative Companies

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Fast Company Magazine's 2013 List Recognizes Roku for Leading the Evolution of Television

SARATOGA, Calif.--([BUSINESS WIRE](#) [3])--Fast Company Magazine today announced its annual list of the World's 50 Most Innovative Companies, and in it named [Roku](#) [4]® Inc. among the top ranking companies. Slated at #42, Roku is credited for leading the evolution of television. In addition, Roku is ranked #3 among the top 10 consumer electronics companies.

Since introducing the first streaming player four years ago, Roku has emerged as the leading streaming platform for the TV which has paid off with healthy growth of its business and brand. Roku streaming player sales have grown rapidly year over year making it one of the most popular products in the living room. The Roku brand has also expanded into Smart TVs, Blu-ray players and other entertainment devices with the introduction of the Roku Streaming Stick™ and Roku Ready® program. And Roku's content and service offerings have also flourished as the platform has reached 700 channels with major entertainment brands like PBS, Spotify and HBO GO making Roku their top destination for streaming to the TV. Roku streamed more than one billion hours of entertainment to consumers in 2012, up from 428 million hours in 2011.

"It's a great achievement for Roku to be named among the most innovative companies in the world and to be recognized for leading the evolution of television," said Roku Founder and CEO Anthony Wood. "Television is our company's entire focus and making it easy, fulfilling and affordable is what we strive to give consumers each and every day."

The Most Innovative Companies is Fast Company's most significant, high-profile editorial effort of the year. The editorial team spends months gathering and sifting data, to identify those enterprises that exemplify the best in business from across the economy and around the world. The end result is a package that dares to be different, emphasizing not just revenue growth and profit margins but also progressive business models and an ethos of creativity.

Fast Company Magazine's Most Innovative Companies issue (March) hits newsstands February 19 and is available online now at www.fastcompany.com/MIC [5].

About Roku, Inc.

Roku is a leading streaming platform for delivering video, music and casual games to the TV. Roku launched the first player to stream Netflix to the TV in 2008, and today streams more than 700 entertainment channels to millions of devices. Roku streaming players and the Roku Streaming Stick can be purchased from Roku and major retailers in the U.S. Roku players are also available in Canada, the U.K. and Republic of Ireland. Roku was founded by Anthony Wood, inventor of the DVR. The company is headquartered in Saratoga, Calif. For more information, visit www.roku.com [6].

Roku and Roku Ready are registered trademarks and Roku Streaming Stick is a trademark of Roku, Inc. in the U.S. and in other countries.

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English

Contact:

Roku
Tricia Arana Mifsud, 408-898-4452
triciam@roku.com [7]

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[7] <mailto:triciam@roku.com>