

Demand 5 Launches on Roku Platform

Catch-up Service from Channel 5 Now Available to Roku Customers in the U.K.

Saratoga, Calif. and LONDON – July 29, 2013 – Following its recent launch of Sky News, Roku®, Inc. today announced the addition of Demand 5 to its streaming entertainment library in the U.K. Available starting today, Demand 5 on Roku lets customers access Channel 5's full range of catch-up content as well as an extensive library of programmes including Big Brother, Dallas, CSI and Neighbours – instantly on their televisions.

“As a leading television network in the U.K., Channel 5 is one of the most-requested channels by our customers there,” said Steve Shannon, general manager of content and services, Roku. “We have always recognized the importance of region-specific content and are pleased to now offer Demand 5 on all Roku players in the U.K.”

Demand 5 also offers original programming including The Gadget Show, The Hotel Inspector and Eddie Stobart's Trucks and Trailers.

Paul Thornton-Jones, head of digital media, Channel 5, adds: “We are committed to providing many different ways for our audience to watch their favourite Channel 5 programmes. Roku has done a tremendous job of expanding their platform and we look forward to growing our viewership with them.”

Demand 5 joins more than 450 channels of streaming entertainment available on Roku streaming players in the U.K.

About Roku, Inc.

Roku is the creator of the most popular streaming software platform for delivering video, music and casual games to the TV. Roku launched the first device to stream Netflix to the TV in 2008, and since then has sold more than 5 million Roku streaming players in the U.S. Roku players are also available in Canada, the U.K. and the Republic of Ireland. In addition, Roku works with OEMs who create Roku Ready™ devices which access the Roku streaming platform. Roku Ready devices can be purchased from major retailers in the U.S. Roku was founded by Anthony Wood, inventor of the DVR. Roku is privately held and headquartered in Saratoga, Calif., U.S. For more information or to purchase directly from Roku, visit www.roku.com/uk.

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

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