

HISENSE ROKU TV H4 SERIES TO HIT STORES SOON

SUWANEE, Georgia and SARATOGA, Calif. – Aug. 19, 2014 — Hisense, the fourth largest global TV manufacturer, and Roku Inc. today announced availability of the Hisense Roku® TV H4 Series to the U.S. market. Roku TV is a new simplified smart TV that uses the Roku OS to enable consumers to easily enjoy entertainment whether on-demand, streamed or live. Beginning in late September, the Hisense Roku TV H4 Series will be available in 40-inch, 48-inch, 50-inch and 55-inch models at major national retailers.

The Hisense Roku TV H4 Series features a personalized home screen that provides front-and-center access to antenna, broadcast TV, favorite streaming channels, and devices such as game consoles. Roku TV eliminates the pain of flipping through inputs or wading through complicated menus to access entertainment. Consumers will also enjoy access to the Roku Channel Store, which includes more than 1,500 streaming channels that feature 200,000+ movies and TV episodes plus live sports, news, music, kids and family, food, science and tech, fitness, foreign language and so much more.

“Roku is the recognized leader in streaming entertainment to the TV, so integrating its powerful operating system, including access to the most comprehensive streaming channel store available, into a Hisense TV is a revolutionary move,” said Peter Erdman, vice president of consumer electronics, Hisense USA. “This deep partnership has allowed us to create the Hisense Roku TV H4 Series which presents consumers with an affordable, simple to use Smart TV.”

“Hisense continues to climb in popularity among consumers and is now the fourth largest TV brand in the world,” said Jim Funk, senior vice president of product management, Roku. “By combining Hisense’s strengths in hardware design, manufacturing and scale with the Roku operating system we’ve created a new Smart TV that combines more entertainment choices, a fast and intuitive interface, and a very affordable price.”

Consumers can navigate their TV experience with either the Roku TV remote control, which has half the buttons of a traditional TV remote, or their mobile device by using the Roku mobile app for iOS, Android or Windows. Consumers can cast popular streaming channels and personal video, photos and music directly from their mobile to the TV.

The 50-inch and 55-inch models come with Full HD resolution, a 120Hz native refresh rate and a smooth-motion enhancement of UltraSMR 240 for the ultimate TV experience. The 40-inch and 48-inch come with Full HD and a 60Hz refresh rate. All models come with local dimming, built-in WiFi, HDMIx3, USB and digital audio output.

For more information visit: www.hisense-usa.com or www.roku.com/roku-tv.

Hisense is on Facebook at www.facebook.com/HisenseUSA and on Twitter and Instagram at @Hisense_USA. Roku is on Facebook at www.facebook.com/roku and on Twitter @Rokuplayer.

About Roku Inc.

Roku is the creator of a popular streaming platform for delivering entertainment to the TV. The Roku platform features a vast collection of entertainment channels available for streaming. Roku streaming players and the Roku Streaming Stick are made by Roku and sold through major retailers in the U.S., Canada, the U.K. and the Republic of Ireland. Additionally, Roku works with TV manufacturers to create co-branded Roku TV models. The first Roku TV models are

now available 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.

Roku is registered trademark of Roku, Inc. in the U.S. and in other countries.

About Hisense USA Corporation

Established in 2001, Hisense USA Corporation is a wholly owned subsidiary of the Hisense Company Ltd., headquartered in Qingdao, China.

Hisense USA offers a broad range of technology driven consumer electronics products that are manufactured and distributed across North American, including televisions, refrigerators, air-conditioners, dehumidifiers, beverage coolers and freezers. Hisense USA sells into national retailers across North America, including Walmart, Sams.com, Costco, P.C. Richards, Canadian Tire and more. The Company has established R&D centers in Atlanta, Georgia and San Jose, California to enable localized product development and innovation.

Hisense Company Ltd. has production facilities in China, South Africa, Algeria, Egypt as well as Mexico and is one of the largest television manufacturers in the world with over 10 million televisions produced per year. The Company has sales offices in North America, Europe, Australia, South Africa, the Middle East and Asia while exporting products to over 130 countries and regions throughout the world.

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