

## HBO NOW ARRIVES TODAY ON THE ROKU PLATFORM

### HBO's Internet Only Service Available Today on Roku Players and Roku TV Models with 30-Day Free Trial Offer

**SARATOGA, Calif. – October 8, 2015**– [Roku](#), Inc. today announced that HBO's internet only premium streaming service, HBO NOW, is available on the Roku® platform. Roku customers in the U.S. can now visit the Roku Channel Store to add the HBO NOW streaming channel to their Roku players (including the newly announced Roku 4) and Roku TV™ models. Roku customers can purchase a subscription directly within the HBO NOW channel on their Roku device, which will also enable them to access the service at [HBONOW.com](#) and on other HBO NOW enabled devices. HBO NOW is available for \$14.99 per month with an available 30-day free trial offer.

With HBO NOW, Roku customers can instantly watch all of HBO on Roku players and Roku TV models — addictive series, unforgettable movies, thought-provoking documentaries, thrilling sports programs and entertaining comedy and music specials —all you need is the internet.

"HBO NOW is a hit with consumers and we're thrilled to make it available to millions of Roku customers," said Jeff Dallesandro, Senior Vice President, Worldwide Digital Distribution and Business Development, HBO. "Bringing our programming to consumers through HBO NOW is a natural evolution for HBO, and partnering with a streaming leader such as Roku greatly extends the reach of our service as we usher in this next phase of innovation for our network."

"We applaud HBO for breaking the mold to deliver a fantastic standalone streaming service for consumers," said Steve Shannon, general manager of Content and Services at Roku. "The combination of the Roku platform and HBO NOW signifies a new era of streaming for our customers because they now have instant access to HBO and its incredible selection of entertainment, even without a traditional pay TV subscription."

HBO NOW is HBO's new stand-alone premium streaming service that provides instant access to all of HBO—including envelope-pushing series like *Game of Thrones*®, *Silicon Valley*®, *True Detective*®, *Ballers*<sup>SM</sup>, *Veep*®, and *Last Week Tonight With John Oliver*<sup>SM</sup> as well as other current uncensored programming like *Girls*®, *VICE*, *The Leftovers*®, *The Jinx* and *Going Clear*. HBO NOW also features every episode of every season of HBO classics worth seeing again like *The Sopranos*®, *Sex and the City*®, *True Blood*®, *The Wire*® and *Deadwood*®. In addition, HBO NOW subscribers will have instant access to the most top box office, must-see films like *American Sniper*, *Birdman*, *Wild*, *Exodus: Gods and Kings*, *Unbroken*, *Theory of Everything* and *Dumb and Dumber To*. To subscribe to the streaming service, HBO NOW, consumers only need the internet. Customers can learn more at [Order.HBONOW.com](#).

**About Roku, Inc.**

Roku is the creator of a popular streaming platform for delivering entertainment to the TV. 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. Roku licenses a reference design and operating system to TV manufacturers to create co-branded Roku TV models. Under the Roku Powered™ program, Roku licenses its streaming platform to Pay TV providers around the world who want to use the Internet to deliver entertainment services through streaming players. Roku was founded by Anthony Wood, inventor of the DVR. Roku is privately held and headquartered in Saratoga, Calif., U.S.

**About HBO**

Home Box Office, Inc. is the premium television programming subsidiary of Time Warner Inc. and the world's most successful pay TV service, providing the two television services – HBO® and Cinemax® – to approximately 122 million subscribers worldwide. The services offer the popular subscription video-on-demand products HBO On Demand® and Cinemax On Demand®, as well as HBO GO® and MAX GO®, HD feeds and multiplex channels. HBO NOW<sup>SM</sup>, the network's internet only premium streaming service, provides audiences with instant access to HBO's acclaimed programming in the U.S. Internationally, HBO branded television networks, along with the subscription video-on-demand products HBO On Demand and HBO GO, bring HBO services to over 60 countries. HBO and Cinemax programming is sold into over 150 countries worldwide.

Roku and Streaming Stick are registered trademarks and Roku TV and Roku Powered are trademarks of Roku, Inc. in the U.S. and in other countries.

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