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Haier Roku TV Hitting Store Shelves This Week



Wayne, NJ (August 11, 2015) – Haier America and Roku Inc., today announced the launch of new Haier Roku TV™ models available for consumers in the U.S. starting this week. The new Haier Roku TV models will be available for purchase in regional retailers across the country including Conn's Home Plus, many NATM accounts such as Nebraska Furniture Mart, and Nationwide Marketing Group retailers. Haier Roku TV models combine Haier's sleek TV design and high-quality picture with the Roku® operating system to provide consumers a simple smart TV experience with access to more than 2,000 streaming channels.

"Haier is focused on delivering an immersive entertainment experience, and the new Haier Roku TV models provide the ultimate in streaming features and content for our customers," said John Homlish, senior vice president of Haier America's Digital Living Business Unit. "We focus on meeting the needs of consumers with design and features people really want. Haier Roku TV provides today's best smart TV experience at a great value."

"Today's consumers are looking for a smart TV experience that's extremely simple and quickly gets them to the entertainment they want whenever they want it. Roku TV does that better than any other smart TV platform today," said Chas Smith, general manager of OEM for Roku. "Haier has a long history of producing quality, yet affordable, TVs and these new Haier Roku TV models provide consumers with a great option for bringing the Roku TV experience into their homes."

The Haier Roku TV 4 Series Smart LED TVs with a built-in sound chamber for enhanced sound will be available in sizes ranging from 32-inches to 55-inches.

4 Series Haier Roku TV

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55E4500R: \$ 749.99

49E4500R: \$ 599.99

43E4500R: \$ 449.99

32E4000R: \$ 299.99

A Simple and Complete Entertainment Experience

Haier Roku TV models feature a personalized home screen for quick access to all TV entertainment choices, including devices such as game consoles, cable boxes and Blu-ray players, as well as favorite streaming channels. Consumers no longer need to navigate through multiple inputs and complicated menus to access TV entertainment. Now, in just a few clicks of the remote, consumers can watch a live television show, stream a movie or listen to a favorite song all from their Roku TV home screen.

Roku TV provides access to the Roku Channel Store, which includes more than 2,000 streaming channels. Streaming channels available on the Roku platform feature more than 250,000 movies and TV episodes plus live sports, music, news, fitness, and much more. In addition, consumers can use Roku Search to find availability and pricing for movies and TV shows across nearly 20 of the top streaming channels. Consumers can also search for actors and directors and view filmographies.

Roku TV models feature the Roku Feed, a new feature that lets consumers know when favorite entertainment becomes available to stream — and at what price. Consumers can “Follow” popular in-theater movies they are interested in using Movies Coming Soon and receive automatic updates to the Roku Feed when relevant streaming information about the movie becomes available. Updates are provided when a movie is first released to streaming, becomes available from additional streaming channels or changes price.

Consumers control Haier Roku TV with a remote designed especially for the Roku OS. This simple and intuitive remote control has half the buttons of a traditional TV remote and includes a directional pad for additional convenience. Roku TV can also be controlled with a mobile device using the free Roku mobile app for iOS, Android and Windows Phone. The iOS and Android versions also support voice search. In addition, consumers can cast Netflix and YouTube, as well as personal video, photos and music, directly from their mobile device to their Roku TV.

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

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Anthony Wood, inventor of the DVR. Roku is privately held and headquartered in Saratoga, Calif., U.S.

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.

About Haier America

Haier America, headquartered in Wayne, N.J., is a subsidiary of Haier Group, the world's #1 major appliances brand by volume as ranked by Euromonitor International 2014, and a global leader in consumer electronics. Haier employs more than 70,000 people around the world and distributes products in more than 100 countries and regions with global revenues reaching \$32.6 billion in 2014. For more information, please visit www.haier.com or connect at www.facebook.com/Haieramerica and Twitter [@haieramerica](https://twitter.com/haieramerica).

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