

Steve Louden to Join Roku as Chief Financial Officer

SARATOGA, Calif. – June 15, 2015 – [Roku Inc.](#) today announced that Steve Louden will join the company as Chief Financial Officer. Louden joins Roku® from Expedia, Inc. where he serves as Treasurer for the \$6 billion revenue company with websites in more than 70 countries. During his six year tenure Louden also held senior finance roles including heading up corporate finance.

“Steve has a deep financial and strategic background across Internet, consumer experience and retail businesses – a perfect combination for a CFO at Roku,” said Roku Founder and CEO Anthony Wood. “We are thrilled for him to join our team as we further scale our platform across the world.”

“Roku is an exciting company to join as its streaming platform plays a key role in the transformation of television,” said Louden. “Though best known for iconic streaming players, its operating system also spans smart TVs and pay TV solutions powering the viewing experience for millions of consumers. Roku is delivering billions of hours of content, and a vast amount of digital advertising on its platform.”

Before Expedia Louden also held finance, strategy and planning roles at Washington Mutual, McKinsey and Company and The Walt Disney Company. He holds a bachelor’s degree from Claremont McKenna College and a master’s degree in business administration from Harvard Business School.

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.

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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