

Stepping Into the Future of TV Beyond DVRs:

Mediafly to Bring Internet Content Easily to Home TVs via the Roku digital video player

Chicago, Illinois, July 20, 2009. Mediafly, an up-and-coming Internet technology service, announced it is developing a channel for the Roku digital video player that will be available to Roku customers this fall bringing a wide variety of free Internet content directly to TVs, no computer needed. Roku, Inc. is the maker of the popular Roku player that first brought Netflix movies streamed directly to consumers' TVs.

Mediafly has taken the tens of thousands of audio and video podcasts and made them as easy to enjoy as regular TV and radio. With the Roku player's renowned ease of use and sub-\$100 price point, this combination brings a wealth of rich, on-demand Internet content to mainstream consumers – not just early adopters – on any home TV.

Mediafly's innovative service is set to launch this fall on the Roku player, which will bring many of the Internet's best shows -- directly to the TV. From NBC, CNN, ESPN, Comedy Central and more to high-quality independent shows on virtually any topic, there is something for everyone. In addition, unlike satellite and cable TV, Mediafly channels are free, sourced from podcasts and directly from Mediafly's media partners.

"Mediafly is very excited to deliver its podcasting aggregation service to the Roku platform bringing free content to Roku customers for viewing on the TV. We think it will give people a glimpse of what life will be like in the post-DVR on-demand world." said Carson Conant, Mediafly's CEO.

"We created the Roku Developer Kit so companies like Mediafly could innovate and bring great experiences to the TV via the Roku player," said Jim Funk, vice president of business development for Roku, Inc.. "We're pleased to see Mediafly using the Roku platform to bring more entertainment choices and value to our customers."

Whether your interests include news, sports, business, learning languages, celebrity gossip, comedy or myriad other choices, Mediafly lets people connect with their interests on demand, when and where they want. Over 25,000 different multimedia series are available on Mediafly, representing more than 5 million episodes of content. To help users, Mediafly has made it easy to access the most popular 500 shows in just over twenty easy-to-use channels on the Roku – no accounts to create or complex setup, no subscription required – just tune in and enjoy!

Mediafly understands that the home TV experience on the Roku player may be just part of a "digital lifestyle." Mediafly allows individuals to set up content once and enjoy it across all their digital media devices. One may use other devices like the Squeezebox Duet or chumby at work/home and devices like BlackBerry, iPhone, Zune, or others on the go. Mediafly's "digital lifestyle" concept allows users to enjoy the same content no matter what the device. The Roku player enables a fantastic audience experience from the comfort of one's own couch. Mediafly then allows users to take the same great Internet content virtually anywhere. For example, a person could start watching something on a Roku player at home and then pick up on an iPhone or vice-versa.

Mediafly delivers a library of free content on demand and delivered directly to home TVs via the Roku player. Audiences will be able to enjoy the Roku-Mediafly combination starting this fall when the Mediafly channel is launched on the Roku platform. More information on the launch timing and how Roku customers will be able to take advantage of the Mediafly service will be announced later this year. For Mediafly, podcasts are just the beginning. As more media companies realize they can deliver high quality, personalized audio and video to the masses through Mediafly on the Roku player, there is no limit to how they may leverage this inexpensive, simple-to-operate media delivery ecosystem.

About Mediafly

Mediafly is an innovative media technology platform and leading distribution service of Internet multimedia series, such as podcasts. Mediafly connects consumers' Internet-enabled devices to their favorite Internet content in a way that is easy for everyday consumers and profitable for media companies. Founded in 2006, Mediafly is privately held and headquartered in Chicago, IL. For more information on the company and its products, visit: <http://www.mediafly.com>.

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