

HULU TO OPEN NEW VIEWER EXPERIENCE HEADQUARTERS IN SAN ANTONIO, TEXAS

Company Doubles Down on Customer Support As It Prepares to Launch New Live TV Service and Redesigned User Interface

New Viewer Operations Center to Bring More Than 500 Jobs to San Antonio by 2018

Santa Monica, Calif. - Hulu announced today that it will open its new Viewer Experience Operations headquarters in San Antonio, TX, pending final lease negotiations, incentive agreements and approvals. The new Viewer Experience Operations headquarters will substantially increase Hulu's customer support capabilities as the company prepares to roll out its new live TV service and redesigned Hulu interface. "One of our key values at Hulu is putting the viewer first, and vital to that is crafting and delivering an extraordinary customer experience. In addition to building a great product, we're building an infrastructure that allows us to provide the most personal, responsive and knowledgeable customer support for our viewers," said Ben Smith, Head of Experience, Hulu. "With its vibrant culture and large and diverse talent pool, we're incredibly excited to partner with the city to make San Antonio home to our viewer experience operations." "In Texas, our mission is to set the stage for growing industries with a business-friendly policy approach which allows for creativity and technology to thrive," said Governor Abbott. "With the opening of Hulu's new viewer experience operations headquarters, Texas not only benefits from the addition of new jobs, but also the confidence that fast-growing companies bring with them when they select the Lone Star State as the best place for their investments. I proudly welcome Hulu's viewer experience operations headquarters to Texas and look forward to their tremendous success in San Antonio." "When our team visited Los Angeles a few weeks ago, this is exactly the outcome we were working toward, and I'm so excited that Hulu has selected San Antonio for its next major investment, keeping these jobs in the U.S.," said San Antonio Mayor Ivy R. Taylor. "As a leader in the tech industry, Hulu's decision to grow here is a testament to our City's growing tech industry and our skilled and talented workforce, which were both heavily emphasized during our visit with the company's leadership." "Hulu's decision to place a new Viewer Experience Operations Headquarters in Bexar County is indicative of our community's commitment to economic innovation," said Bexar County Judge Nelson Wolff. "Hulu will be able to utilize the Bexar County workforce to help continue to stream premium content to its millions of viewers." Upon opening, Hulu's new Viewer Experience Operations headquarters will bring more than 300 jobs to the city of San Antonio in 2017, with more than 500 total jobs projected in 2018. The Viewer Experience team at Hulu ensures that each customer gets the most out of their Hulu experience. All customer-focused functions will live in this new Viewer Experience Operations headquarters in San Antonio, including customer support operations and service & network operations in support of Hulu's technology platform. The new operations headquarters will allow Hulu viewers and potential subscribers to interact with friendly service representatives through phone, email, virtual chat and social platforms at all times, resulting in an overall superior customer service experience and faster responses. Customers will be able to receive more than just support for their issue, the new operations headquarters will allow viewer experience representatives to conduct outbound customer communication and account analysis. The new Viewer Experience Operations headquarters will open later this year. ### **Press Contact:** Shannon Prior Hulu Communications Shannon.prior@hulu.com 424-244-2291