

NOW STREAMING ON HULU: HBO® AND CINEMAX®

Partnership Brings HBO to the New Hulu Experience Ahead of Game of Thrones Season Seven Premiere

Channel Add-Ons Give Viewers Live and On Demand Access to HBO and Cinemax including Blockbuster Movies, Award-winning Original Series and Specials

SANTA MONICA, CA (July 6, 2017) – Just in time for summer binge-watching, Hulu and Home Box Office, Inc. (HBO) announced a new agreement that gives Hulu's subscription on demand and live TV viewers access to an even more complete entertainment package, all in one place. Beginning today, viewers using the new Hulu experience can stream all of HBO's critically-acclaimed, award-winning series, blockbuster theatrical movies, documentaries, sports, and comedy and music specials - both live and on demand - directly within the new Hulu experience by adding the premium channel to their service for \$14.99 per month. The deal also allows subscribers to add Cinemax for \$9.99 per month. Both premium add-ons are now available across all of Hulu's subscription plans, ahead of the highly-anticipated summer premieres of *Game of Thrones*, *The Defiant Ones*, *Ballers*, *Insecure* and more. "By combining HBO's iconic programming with our world class user experience and deep content offering, Hulu is giving viewers easy and highly personalized access to the very best of television," said Tim Connolly, Senior Vice President, Head of Distribution and Partnerships at Hulu. "With this important new partnership, fans can now watch *Game of Thrones* live every Sunday, binge watch all six seasons of *The Sopranos* or catch up on *Westworld* alongside our live TV, sports, classic TV shows and Hulu originals – all without ever having to leave the Hulu app." With the HBO and Cinemax add-ons, subscribers can now watch their favorite premium series, films and specials from each network within Hulu's personalized, flexible user experience. HBO's world class programming including hit series *Veep*, *Last Week Tonight*, *Vice*, *Silicon Valley* and *Sesame Street*, acclaimed limited series such as *Big Little Lies* and *The Night Of*, as well as recent box office hits like *X-Men: Apocalypse*, *Independence Day: Resurgence*, *Suicide Squad*, *Jason Bourne* and *The Boss*, can now be seamlessly streamed on demand alongside Hulu's growing offering of acclaimed original series, current season television and live TV channels. The Cinemax add-on offers instant access to hundreds of theatrical hit movies such as *The Purge: Election Year*, *Warcraft* and *Deepwater Horizon* and original series including *The Knick*, *Outcast*, *Banshee*, and *Quarry* – all within Hulu's streaming environment. "Hulu has been a pioneer in the television streaming business, building a robust user base by offering top-tier programming from a variety of networks," said Sofia Chang, Executive Vice President, Worldwide Digital Distribution and Home Entertainment, HBO. "We see them as the perfect partner to help us fulfill our promise to HBO fans, bringing our unparalleled programming to audiences in the most sophisticated, convenient and innovative ways." East and west coast live feeds of HBO and Cinemax will be available to Hulu viewers on supported devices, giving them the flexibility to watch programming as it airs live on the network, or on demand at their convenience. Subscribers who purchase the HBO add-on through Hulu will also gain access to HBO NOW through their Hulu account. Additional live channels HBO 2, HBO Family, HBO Latino, HBO Comedy, HBO Signature HD, HBO Zone, MoreMAX HD, ActionMAX HD, ThrillerMAX HD, MovieMAX HD, 5StarMAX HD and OuterMAX HD will become available within the add-ons to Hulu viewers in the coming weeks. HBO and Cinemax join Hulu's growing offering of subscription plans including its \$7.99 per month Limited Commercials plan, \$11.99 per month No Commercials plan, and Hulu with Live TV (Beta), which includes live and on demand programming from more than 50 popular sports,

news, entertainment and kids' channels — plus Hulu's deep existing premium streaming library — for \$39.99 per month. Hulu's recently-unveiled user experience is currently available on Apple TV (4th gen.), Xbox One, iOS and Android mobile devices. The add-ons will be available on more devices as the new user experience continues to roll out across additional major platforms this summer. **About Hulu** [Hulu](#) is a leading premium streaming service that offers instant access to live and on demand channels, original series and films, and a premium library TV and movies to millions of subscribers in the U.S. Since its launch in 2008, Hulu has consistently been at the forefront of entertainment and technology. Hulu is the only streaming service that offers both ad-supported and commercial-free current season shows from the largest U.S. broadcast networks; libraries of hit TV series and films; and acclaimed original series including *The Handmaid's Tale*, *The Mindy Project*, *The Path*, *11.22.63*, the Golden Globe® nominated comedy series *Casual*, as well as the upcoming *Future Man* and *The Looming Tower*. In 2017, Hulu added live news, entertainment and sports from 21st Century Fox, The Walt Disney Company, NBCUniversal, CBS Corporation, Turner Networks, A+E Networks and Scripps Networks Interactive to its offering – making it the only TV service that brings together live, on-demand, originals, and library content all in one place, across living room and mobile devices. **About Home Box Office, Inc.** 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 134 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®, 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.

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