



**FOR IMMEDIATE RELEASE**

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**RINGING IN GOOD CHEER BEFORE THE HOLIDAYS, TIVO UPS SERIES2  
RECORDING CAPACITY TO 80 HOURS, OFFERS NEW \$50 REBATE**

*Rebate Makes TiVo DVR the Best Value at Only \$249  
in Advance of Holiday Sales Season*

**San Jose, CA – October 1, 2002** – TiVo (NASDAQ: TIVO), the creator of and undisputed leader in television services for digital video recorders (DVR), announced today it has increased the recording capacity of the TiVo Series2 to 80 hours and has instituted a \$50 rebate offer on all TiVo Series2, including 80 hours, 60 hours and the AT&T Broadband 40 hour DVRs.

The new TiVo Series2 with 80 hours of recording capacity and the rebate offer will be available through leading national and regional consumer electronics outlets including Best Buy, Abt Electronics, Amazon.com, Good Guys, Tweeter and Ultimate Electronics. The rebate is also available directly from TiVo at [tivo.com](http://tivo.com).

These same retailers will also offer the remaining inventory of 60 hour Series2 DVRs from TiVo for only \$299 after mail-in rebate, while supplies last. The 40 hour TiVo Series2 available only through AT&T Broadband will sell for only \$249 after rebate, making it the most affordable digital video recorder (DVR) in the marketplace. *(See Pricing Chart Below)*

“With 80 hours of recording capacity for our top of the line Series2 and an entry price point of only \$249 for the AT&T Broadband 40 hour unit, TiVo will be offering the best DVR value in the market when holiday shoppers start filling their Christmas wish lists,” said Joe Miller, Vice President of Sales and Marketing at TiVo. “Introducing this expanded recording capacity 80 hour Series2 allows us to offer exceptional bargains on the remaining 60 hour units and the 40 hour unit available only through AT&T Broadband.”

**New TiVo Pricing Structure for All Standalone Units**

Size	Retail	New Retail	W/Rebate	Distribution	On-line
40 Hour	\$299		\$249	Online	<a href="http://attbroadband.tivo.com">attbroadband.tivo.com</a>
60 Hour	\$399	\$349	\$299	Retail	<a href="http://tivo.com">tivo.com</a>
80 Hour	New!	\$399	\$349	Retail	<a href="http://tivo.com">tivo.com</a> , <a href="http://Amazon.com">Amazon.com</a>

The TiVo service can be purchased for a one-time additional fee of \$249, or for a monthly fee of \$12.95.

TiVo digitally records television programming directly onto a hard drive, eliminating the hassles of videotape. TiVo automatically records viewers’ favorite TV shows, even if the network

schedule changes. The Series2 DVR now offers up to 80 hours of recording time in a box that is TiVo's smallest and sleekest yet. The TiVo Series2 DVR has two USB expansion ports, providing future connectivity with a broadband connection or home network.

TiVo Series2 Digital Video Recorders must be purchased between 10/01/02 and 12/31/02. Products purchased before or after these dates are not eligible for the rebate offer. Rebate is a mail in, cash back offer, redeemed with proof of receipt. Additional terms and conditions apply. Rebate forms can be found at [www.tivo.com](http://www.tivo.com).

### **About TiVo**

Founded in 1997 with the mission to dramatically improve consumers' television viewing experiences, TiVo is the creator and leader in television services for digital video recorders (DVR). TiVo's leadership has defined and inspired the entire category, earning the company patents for pioneering inventions associated with DVR software and hardware design. TiVo was the first to deliver on the promise of consumer choice and control over TV viewing, building a loyal and passionate subscriber base with over 97% of customers surveyed recommending TiVo to a friend. This enthusiasm has contributed to overwhelming growth over the past year, and the total subscriber base exceeds 464,000. TiVo is headquartered in San Jose, CA. Additional information can be found at [www.tivo.com](http://www.tivo.com).

This release may contain forward-looking statements regarding TiVo's business, customers or other factors that may affect future earnings or financial results. Such statements involve risks and uncertainties, which could cause actual results to vary materially from those expressed in or indicated by the forward-looking statements. Factors that may cause actual results to differ materially include delays in development, competitive service offerings and lack of market acceptance, as well as the "Factors That May Affect Future Operating Results" and other risks detailed in our Annual Report on Form 10-K for the period ended January 31, 2002, and the Quarterly Report on Form 10-Q for the period ended April 30, 2002, filed with the Securities and Exchange Commission. We caution you not to place undue reliance on forward-looking statements, which reflect an analysis only and speak only as of the date hereof.

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