



FOR IMMEDIATE RELEASE
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IR Contact: Deborah Crawford
Director of Investor Relations
(408) 317.3712

PR Contact: Shernaz Daver
(408) 317.3723

**Netflix Announces Upcoming Schedule of Events
with the Financial Community**

LOS GATOS, Calif., October 27, 2004 — Netflix Inc. (Nasdaq: NFLX) today announced participation in the following upcoming events with the financial community, for the month of November, which will be webcast.

Morgan Stanley
Software, Services, Internet & Networking Conference
Scottsdale, AZ
Wednesday, November 3, 2004
8:15 a.m. PT / 11:15 a.m. ET
Reed Hastings, CEO and Co-founder

Lehman Brothers
2004 Small Cap Conference
Scottsdale, AZ
Thursday, November 18, 2004
11:20 a.m. PT / 2:20 p.m. ET
Barry McCarthy, CFO

The webcasts will be available on the investor relations page of the Netflix web site at <http://ir.netflix.com>.

About Netflix

Netflix (Nasdaq: NFLX) is the world's largest online movie rental service, providing more than two million subscribers access to over 25,000 DVD titles. For \$17.99 a month (effective November 1, 2004), Netflix subscribers rent as many DVDs as they want, and keep them as long as they want, with three movies out at a time. There are no due dates, no late fees and no shipping fees. DVDs are delivered for free by first-class mail from regional shipping centers located throughout the United States. Netflix can reach more than 85 percent of its subscribers with generally one business-day delivery. The company provides subscribers extensive information about DVD movies, including critic reviews, member reviews, online trailers, ratings, and personalized movie recommendations. For more information, visit www.netflix.com.

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