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Netflix Announces Investor Day Webcast

LOS GATOS, Calif., April 29, 2008 — Netflix, Inc. (Nasdaq: NFLX) announced today that it will host a live webcast of its Investor Day to be held in San Francisco on Wednesday, May 28, 2008 from 8:00 a.m. to 12:30 p.m. Pacific Time. The event will include a keynote presentation by Reed Hastings, Netflix's chief executive officer and co-founder, as well as presentations from the Netflix senior management team:

- Neil Hunt, Chief Product Officer
- Leslie Kilgore, Chief Marketing Officer
- Barry McCarthy, Chief Financial Officer
- Andy Rendich, VP of Operations
- Ted Sarandos, Chief Content Officer

The live webcast of the event will be available on the investor relations section of the Netflix web site at <http://ir.netflix.com>. An archive of the webcast will be available within 24 hours of the end of the event.

For additional information, please contact Investor Relations at 408-540-3639 or send an email to: ir@netflix.com.

About Netflix

Netflix, Inc. (Nasdaq: NFLX) is the world's largest online movie rental service, providing more than eight million subscribers access to over 100,000 DVD titles plus a growing library of over 9,000 titles that can be watched instantly on their PCs. The company offers nine subscription plans, starting at only \$4.99 per month. There are no due dates and no late fees – ever. All Netflix plans include both DVDs delivered to subscribers' homes and, for no additional fee, movies and TV series that can be started in as little as 30 seconds on subscribers' PCs. DVDs are delivered free to members by first class mail, with a postage-paid return envelope, from over 100 U.S. shipping points. Nearly 95 percent of Netflix subscribers live in areas that can be reached with generally one business day delivery. Netflix offers personalized movie recommendations and has more than two billion movie ratings. For more information, visit www.netflix.com.