



IR Contact:

Ellie Mertz
VP, Finance & Investor Relations
408 540-3977

PR Contact:

Steve Swasey
VP, Corporate Communications
408 540-3947

Netflix Releases Second-Quarter 2011 Financial Results

LOS GATOS, Calif., July 25, 2011 – Netflix, Inc. (NASDAQ: NFLX) has released its second-quarter 2011 financial results by posting them to its website. Please visit the investor relations section of the Netflix website at <http://ir.netflix.com> to view the Q2'11 financial results and letter to shareholders.

As previously announced, Netflix management will host a live Q&A session at 3:00 p.m. Pacific Time to discuss the Company's financial results and business outlook, with questions submitted via email. Please email your questions to ir@netflix.com. The company will read the questions aloud on the call and respond to as many questions as possible. All media inquiries should be directed to Steve Swasey at (408) 540-3947 or sswasey@netflix.com.

About Netflix, Inc.

With more than 25 million members in the United States and Canada, Netflix, Inc. (Nasdaq: NFLX) is the world's leading Internet subscription service for enjoying movies and TV shows. For \$7.99 a month, Netflix members in the U.S. and Canada instantly watch unlimited TV episodes and movies streaming over the Internet to PCs, Macs and TVs. Among the large and expanding base of devices streaming from Netflix are the Microsoft Xbox 360, Nintendo Wii and Sony PS3 consoles; an array of Blu-ray disc players, Internet-connected TVs, home theater systems, digital video recorders and Internet video players; Apple's iPhone, iPad and iPod touch, as well as Apple TV and Google TV. In all, more than 200 devices that stream from Netflix are available in the U.S. and a growing number are available in Canada.