



FOR IMMEDIATE RELEASE
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Netflix to Announce Third-Quarter 2011 Financial Results

LOS GATOS, CA – October 4, 2011 -- Netflix, Inc. (Nasdaq: NFLX) today announced it will post its third-quarter 2011 financial results and business outlook on its investor relations website at <http://ir.netflix.com> on Monday, October 24, 2011, at approximately 1:05 p.m. Pacific Time. At that time the company will issue a brief advisory release via newswire containing a link to the third-quarter 2011 financial results and letter to shareholders on its website.

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.

A live webcast and the replay of the earnings Q&A session can be accessed on the investor relations section of the Netflix website at <http://ir.netflix.com>. For those without access to the Internet, a replay of the call will be available from 6:00 p.m. Pacific Time on October 24, 2011 through midnight on October 28, 2011. To listen to the replay, call (855) 859-2056, conference ID 14534453.

About Netflix, Inc.

With over 25 million members in the United States, Canada and Latin America, Netflix, Inc. (Nasdaq: NFLX) is the world's leading Internet subscription service for enjoying movies and TV shows. For \$8 a month, Netflix members instantly watch unlimited movies and TV episodes streaming over the Internet to PCs, Macs and TVs. Among the large and expanding base of devices streaming from Netflix are Microsoft's Xbox 360, Nintendo's Wii and Sony's 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 and Latin America.