



FOR IMMEDIATE RELEASE  
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### **Netflix Announces Analyst Day Webcast**

LOS GATOS, Calif., September 6, 2005 — Netflix, Inc. (Nasdaq:NFLX) will be webcasting its Analyst Day presentations on September 8, 2005. The live webcast can be accessed at the investor relations page 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.

The event will begin at approximately 8:00 a.m. Pacific Time with a keynote presentation by Reed Hastings, Netflix's chief executive officer and co-founder, and will include presentations from the Netflix senior management team. The presentations will conclude at approximately 12:30 p.m. Pacific Time.

#### **About Netflix**

Netflix (Nasdaq: NFLX) is the world's largest online movie rental service, providing more than three million subscribers access to over 50,000 DVD titles. Under the company's most popular program, for \$17.99 a month, 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 the USPS from regional shipping centers located throughout the United States. Netflix can reach nearly 90 percent of its subscribers with generally one business-day delivery. Netflix offers personalized movie recommendations to its members and has more than 500 million movie ratings. Netflix also allows members to share and recommend movies to one another through its Friends™ feature. For more information, visit [www.netflix.com](http://www.netflix.com).