



FOR IMMEDIATE RELEASE
Monday, November 15, 2004

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

PR Contact: Shernaz Daver
(408) 317.3723

Netflix CEO to Speak at the Credit Suisse First Boston Annual Technology Conference

LOS GATOS, Calif., November 15, 2004 — Netflix Inc. (Nasdaq: NFLX) today announced Reed Hastings, CEO and Co-founder will present at the Credit Suisse First Boston Annual Technology Conference. Mr. Hastings is scheduled to present on Thursday, December 2, 2004 at 10:00 a.m. Pacific Time / 1:00 p.m. Eastern Time. The live webcast will be available on the investor relations page of the Netflix web site at <http://ir.netflix.com>. A replay of the webcast will also be available from the investor relations page of the Netflix web site.

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, 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.

#####