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IR Contact: Erin Kasenchak
Manager, Investor Relations
(408) 317.3691

PR Contact: Shernaz Daver
(408) 317.3723

Netflix Announces Upcoming Schedule of Events with the Financial Community

LOS GATOS, Calif., February 8, 2005 — Netflix, Inc. (Nasdaq: NFLX) today announced participation in the following upcoming events with the financial community during the month of February.

Smith Barney Citigroup 2005 Small and Mid-Cap Conference
Wednesday, February 16, 2005
Las Vegas, NV
8:45 a.m. Pacific Time / 11:45 a.m. Eastern Time
Reed Hastings, CEO and co-founder

Goldman Sachs Technology Investment Symposium 2005
Thursday, February 24, 2005
Phoenix, AZ
12:30 p.m. Pacific Time / 3:30 p.m. Eastern Time
Barry McCarthy, CFO

Live webcasts of the Netflix presentations will be available on the investor relations page of the Netflix web site at <http://ir.netflix.com>. A replay of the webcasts 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 nearly three million subscribers access to 30,000 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.