



FOR IMMEDIATE RELEASE
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Netflix Announces Upcoming Schedule of Events with the Financial Community

LOS GATOS, Calif., October 31, 2005 — Netflix, Inc. (Nasdaq: NFLX) today announced participation in the following upcoming events with the financial community during the month of November:

Pacific Growth Equities Top Pick in Tech Conference 2005
Tuesday, November 15, 2005
New York, NY
7:30 a.m. Pacific Time / 10:30 a.m. Eastern Time
Presenter: Barry McCarthy, CFO

Lehman Brothers Second Annual Small Cap Conference
Wednesday, November 16, 2005
Carlsbad, CA
10:40 a.m. Pacific Time / 1:40 p.m. Eastern Time
Presenter: Barry McCarthy, CFO

CSFB Annual Technology Conference
Wednesday, November 30, 2005
Scottsdale, AZ
9:00 a.m. Pacific Time / 12:00 p.m. Eastern Time
Presenter: Reed Hastings, CEO and co-founder

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 more than 3.5 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 more than 90 percent of its subscribers with generally one business-day delivery. Netflix offers personalized movie recommendations to its members and has more than 1 billion 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.