



FOR IMMEDIATE RELEASE
Wednesday, February 25, 2004

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Netflix to Webcast Analyst Day on February 26, 2004

LOS GATOS, CA – February 25, 2004 -- Netflix, Inc. (Nasdaq:NFLX) will be webcasting its Analyst Day presentations on February 26, 2004. The live webcast of Netflix's Analyst Day can be viewed by going to <http://ir.netflix.com/MediaList.cfm>. An archive of the webcast will be available within 24 hours of the end of the event and can be viewed at <http://ir.netflix.com/MediaList.cfm>.

Netflix's Analyst Day will begin at approximately 8:00 am PT with a keynote presentation by Reed Hastings, Netflix's president and chief executive officer. Additional highlights include presentations from the Netflix senior management team. The Company also plans to include a business outlook for 2004.

About Netflix

Netflix (Nasdaq: NFLX) is the world's largest online movie rental service, providing more than one million subscribers access to over 18,000 DVD titles. For \$19.95 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 80 percent of its subscribers with generally one-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.