



FOR IMMEDIATE RELEASE
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Netflix Announces Schedule for Third Quarter 2004 Financial Results
Subscriber Release and Conference Call Webcast

LOS GATOS, CA – September 23, 2004 -- Netflix, Inc. (Nasdaq: NFLX) announced that it will release its third quarter ending subscriber count on Monday, October 4, 2004 at approximately 1:10 p.m. Pacific Time.

The company will host a webcast to discuss its third quarter 2004 financial results and business outlook on Thursday, October 14, 2004 at 2:00 p.m. Pacific Time, following the release of the Company's quarterly financial results. Reed Hastings, CEO and co-founder and Barry McCarthy, CFO will host the call.

A live webcast of the call will be available on the investor relations section of the Netflix website at <http://ir.netflix.com>. Following completion of the call, a recorded replay of the webcast will be available on the website. For those without access to the Internet, a replay of the call will be available beginning at 5:00 p.m. Pacific Time on October 14, 2004 through October 20, 2004. To listen to a replay, call (719) 457-0820, access code 981146.

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 \$21.99 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.