



FOR IMMEDIATE RELEASE
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IR CONTACT:
Deborah Crawford
VP, Investor Relations
408 540-3712

PR CONTACT:
Steve Swasey
VP, Corporate Communications
408 540-3947

Netflix to Announce Third-Quarter 2010 Financial Results

LOS GATOS, CA – September 29, 2010 -- Netflix, Inc. (Nasdaq: NFLX) today announced it will report its third-quarter 2010 financial results and business outlook on Wednesday, October 20, 2010 at approximately 1:05 p.m. Pacific Time. In conjunction with the earnings press release, the Company will post management's commentary to its Web site at <http://ir.netflix.com>.

Netflix management will host a live Q&A session at 3:00 p.m. Pacific Time to discuss the Company's financial results and business outlook, with questions submitted via email. Please email your questions to ir@netflix.com. The company will read the questions aloud on the call and respond to as many questions as possible.

A live webcast and the replay of the earnings Q&A session can be accessed on the investor relations section of the Netflix website at <http://ir.netflix.com>. For those without access to the Internet, a replay of the call will be available from 6:00 p.m. Pacific Time on October 20, 2010 through midnight on October 25, 2010. To listen to the replay, call (706) 645-9291, conference ID 87600137.

About Netflix, Inc.

With more than 15 million members in the United States and Canada, Netflix, Inc. [Nasdaq: NFLX] is the world's leading Internet subscription service for enjoying movies and TV shows. For \$8.99 a month, Netflix members in the U.S. can instantly watch unlimited movies and TV episodes streaming right to their TVs and computers and can receive unlimited DVDs delivered quickly to their homes. In Canada, streaming unlimited movies and TV shows from Netflix is available for \$7.99 a month. There are never any due dates or late fees with Netflix. Among the large and expanding base of devices streaming from Netflix are Microsoft's Xbox 360, Nintendo's Wii and Sony's PS3 consoles; Blu-ray disc players from Best Buy's Insignia brand, LG and Samsung; Internet TVs from LG, Samsung, Sony and VIZIO; the Roku digital video player and TiVo digital video recorders; and Apple's iPhone, iPad and iPod touch. All of these devices are available in the U.S. and a growing number are available in Canada. For more information, visit <http://www.netflix.com>.