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Netflix Releases Fourth-Quarter 2010 Financial Results

LOS GATOS, Calif., January 26, 2011 –Netflix Inc. (NASDAQ: NFLX) has released its fourth-quarter 2010 financial results by posting them to its website. Please visit the investor relations section of the Netflix website at <http://ir.netflix.com> to view the Q4'10 financial results and letter to shareholders.

As previously announced, 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. All media inquiries should be directed to Steve Swasey at (408) 540-3947 or sswasey@netflix.com.

As previously disclosed, the Company will not distribute its full financial results via a newswire, as it has in the past. This information will be made available at our website at the above-referenced link and within the 8-k filing we will make concurrently with our advisory release. Please note that Netflix intends to use its website as a means of disclosing material non-public information and for complying with its disclosure obligations under Regulation FD. Such disclosures will be included on the Netflix website in the "Investor Relations" sections. Accordingly, investors should monitor such portions of the Netflix website, in addition to following press releases, SEC filings and public conference calls and webcasts.

About Netflix, Inc.

With more than 20 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 \$7.99 a month, Netflix members can instantly watch unlimited movies and TV episodes streaming over the Internet to PCs, Macs and TVs. Among the large and expanding base of devices streaming from Netflix are Microsoft's Xbox 360, Nintendo's Wii and Sony's PS3 consoles; an array of Blu-ray disc players, Internet-connected TVs, home theater systems, digital video recorders and Internet video players; Apple's iPhone, iPad and iPod touch, as well as Apple TV and Google TV. In all, more than 200 devices that stream from Netflix are available in the U.S. and a growing number are available in Canada. For more information, visit www.netflix.com.