



FOR IMMEDIATE RELEASE
Monday, July 11, 2011

IR CONTACT:
Ellie Mertz
VP, Finance & Investor Relations
408 540-3977

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

Netflix to Announce Second-Quarter 2011 Financial Results

LOS GATOS, CA – July 11, 2011 -- Netflix, Inc. (Nasdaq: NFLX) today announced it will post its second-quarter 2011 financial results and business outlook on its investor relations website at <http://ir.netflix.com> on Monday, July 25, 2011, at approximately 1:05 p.m. Pacific Time. At that time the company will issue a brief advisory release via newswire containing a link to the second-quarter 2011 financial results and letter to shareholders on its website.

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 July 25, 2011 through midnight on July 29, 2011. To listen to the replay, call (706) 645-9291, conference ID 81238278.

About Netflix, Inc.

With more than 23 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 in the U.S and Canada, Netflix members can instantly watch unlimited movies and TV episodes streamed 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.