



**IR Contact:**

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

**PR Contact:**

Steve Swasey  
VP, Corporate Communications  
408 540-3947

**Netflix Releases Third-Quarter 2011 Financial Results**

**LOS GATOS, Calif., October 24, 2011** – Netflix, Inc. (NASDAQ: NFLX) has released its third-quarter 2011 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 Q3'11 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](mailto: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](mailto:sswasey@netflix.com).

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 the dial-in for the live earnings Q&A session is: (760) 666-3613. The telephone replay of the earnings Q&A session will be available from 6:00 p.m. Pacific Time on October 24, 2011 through midnight on October 28, 2011. To listen to the replay, call (855) 859-2056, conference ID 14534453.

**About Netflix, Inc.**

With more than 25 million members in the United States, Canada and Latin America, Netflix, Inc. [Nasdaq: NFLX] is the world's leading Internet subscription service for enjoying movies and TV shows. For US\$7.99 a month, 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 700 devices that stream from Netflix are available.