

**IR Contact:**

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

PR Contact:

Jonathan Friedland
VP, Corporate Communications
310 734-2958

Netflix to Announce Second-Quarter 2012 Financial Results

LOS GATOS, CA – July 3, 2012 -- Netflix, Inc. (NASDAQ: NFLX) today announced it will post its second-quarter 2012 financial results and business outlook on its investor relations website at <http://ir.netflix.com> on Tuesday, July 24, 2012, 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 2012 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 24, 2012 through midnight on July 28, 2012. To listen to the replay, call (855) 859-2056, conference ID# 90944941.

About Netflix, Inc.

With more than 26 million streaming members in the United States, Canada, Latin America, the United Kingdom and Ireland, Netflix, Inc. (NASDAQ: NFLX) is the world's leading Internet subscription service for enjoying movies and TV programs. For about US\$7.99 a month, Netflix members can instantly watch unlimited movies and TV programs streamed over the internet to PCs, Macs and TVs. Among the large and expanding base of devices streaming from Netflix are the Microsoft Xbox 360, Nintendo Wii and Sony PS3 consoles; an array of Blu-ray disc players, Internet-connected TVs, home theatre systems, digital video recorders and internet video players; Apple iPhone, iPad and iPod touch, as well as Apple TV and Google TV. In all, more than 800 devices that stream from Netflix are available. For additional information, visit www.netflix.com. Follow Netflix on Facebook and Twitter.