



FOR IMMEDIATE RELEASE
Thursday, July 1, 2010

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

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

Netflix to Announce Second-Quarter 2010 Financial Results

LOS GATOS, CA – July 1, 2010 -- Netflix, Inc. (Nasdaq: NFLX) today announced it will report its second-quarter 2010 financial results and business outlook on Wednesday, July 21, 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 July 21, 2010 through midnight on July 24, 2010. To listen to the replay, call (706) 645-9291, conference ID 84659036.

About Netflix, Inc.

With more than 13 million members, Netflix, Inc. (Nasdaq: NFLX) is the world's largest subscription service streaming movies and TV episodes over the Internet and sending DVDs by mail. For \$8.99 a month, Netflix members can instantly watch unlimited TV episodes and movies streamed to their TVs and computers and can receive unlimited DVDs delivered quickly to their homes. With Netflix, there are never any due dates or late fees. Members can select from a growing library of titles that can be watched instantly and a vast array of titles on DVD. Among the large and expanding base of devices that can stream movies and TV episodes from Netflix right to members' TVs are Microsoft's Xbox 360 and Sony's PS3 game consoles and Nintendo's Wii console; Blu-ray disc players from Samsung, LG and Insignia; Internet TVs from LG, Sony and VIZIO; the Roku digital video player and TiVo digital video recorders; and Apple's iPad tablet. For more information, visit <http://www.netflix.com>.