

**NETFLIX TEAMS WITH STREAMING MEDIA INNOVATOR ROKU ON PLAYER
THAT INSTANTLY STREAMS
MOVIES FROM NETFLIX DIRECTLY TO THE TV**

*Priced at Just \$99.99 and Available Starting Today,
The Netflix Player by Roku™ is Compact,
Easy to Set Up and Intuitive to Use*

LOS GATOS and SARATOGA, Calif., May 20, 2008 – Netflix, Inc. (Nasdaq: NFLX), the world's largest online movie rental service, and Roku, Inc., an innovator in digital media streaming technology, today announced the introduction of The Netflix Player by Roku™, a device that enables Netflix subscribers to instantly stream a growing library of movies and TV episodes from Netflix directly to the TV. Priced at just \$99.99, the player is available for purchase starting today at www.roku.com/netflixplayer.

The player is simple to install, easy to use and gives Netflix members instant access to more than 10,000 movies and TV episodes.

"We're excited to bring the first Netflix ready device to the market," said Anthony Wood, CEO and founder of Roku. "The seamless integration of the Netflix service into our player has resulted in true ease of use for the consumer. Now, streaming video isn't limited to people sitting in front of the PC; it's ready for the TV in the living room."

"The key breakthroughs of The Netflix Player by Roku are simplicity and cost," said Reed Hastings, chairman and CEO of Netflix. "First, it allows consumers to use the full power of the Netflix Web site to choose movies for their instant Queue, and then automatically displays only those choices on the TV screen. That's a major improvement versus the clutter of trying to choose from 10,000 films on the TV. Second, there are no extra charges and no viewing restrictions. For a one-time purchase of \$99, Netflix members can watch as much as they want and as often as they want without paying more or impacting the number of DVDs they receive."

About The Netflix Player by Roku

The Netflix Player by Roku is surprisingly compact – roughly the size of a paperback book – and can integrate easily into any home entertainment system. All it takes is connecting the player to a TV and to the Internet. For homes with wireless Internet connectivity, the player is Wi-Fi enabled and offers the ultimate in placement flexibility.

From the Netflix Web site, members simply add movies and TV episodes to their individual instant Queues, and those choices are then displayed on the TV and available to watch instantly. With the player's accompanying remote control, members can browse and make selections right on the TV screen and also have the ability to read synopses and rate movies. In addition, they have the option of fast-forwarding and rewinding the video stream via the remote. In all, the Queue-based user interface creates a highly personalized experience that puts members in control.

Additional features of the product include optimization of the Netflix video streaming technology, which eliminates the need for a hard disk drive associated with video downloads, and built-in connectivity for automatic software upgrades, which will keep the device current with service enhancements.

Technical Details

In the Box

- The Netflix Player by Roku set-top box (approximately 5"W x 5"D x 2"H)
- Remote control (including 2 AAA batteries)
- A/V Cable (Yellow/Red/White RCA)
- Power Adapter
- Getting Started Guide

Video and Audio Connections

- HDMI
- Component Video
- S-Video
- Composite Video
- Digital Optical Audio
- Analog Stereo Audio

Network Connections

- Wired Ethernet

- Wi-Fi (802.11 b/g)

About Netflix, Inc.

Netflix, Inc. (Nasdaq: NFLX) is the world's largest online movie rental service, with more than eight million subscribers. For one low monthly price, Netflix members can get DVDs delivered to their homes and can instantly watch movies and TV episodes streamed to their TVs and PCs, all in unlimited amounts. Members can choose from over 100,000 DVD titles and a growing library of more than 10,000 choices that can be watched instantly. There are never any due dates or late fees. DVDs are delivered free to members by first class mail, with a postage-paid return envelope, from over 100 U.S. shipping points. More than 95 percent of Netflix members live in areas that generally receive shipments in one business day. Netflix is also partnering with leading consumer electronics companies to offer a range of devices that can instantly stream movies and TV episodes to members' TVs from Netflix. For more information, visit <http://www.netflix.com/>.

About Roku, Inc.

Roku is a market leader in innovative applications for digital media. Through its work in both software and hardware, the company develops and sells consumer products and business solutions to bring rich media to the end user. Its products include: The Netflix Player, SoundBridge and SoundBridge Radio digital music players, and BrightSign digital signage controllers. Roku is privately held and based in Saratoga, Calif. For more information on the company and its products, visit: <http://www.roku.com>.

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