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Netflix Wins Boston Strategies Award for Supply Chain Personalization

Boston Strategies International is pleased to announce that Netflix has won our 2008 award for excellence in personalizing the supply chain for increased customer intimacy.

Our firm conducted an in-depth global supply chain benchmark study in which 500 diverse companies responded from countries as widespread as India, South Africa, Malaysia, Brazil, Indonesia, Egypt, Denmark, and the United States.

Awards were presented in four categories: Rationalization (excellence in managing supply chain costs), Synchronization (excellence in achieving reliable and flawless supply chain execution), Personalization (excellence in building a unique capability in using supply chain to enhance the customer relationships), and Innovation (excellence using supply chain activities for rapid, frequent, and effective new product introductions).

Netflix was selected due to the company's outstanding performance in its ability to make personalized movie recommendations and ship more than two million unique DVDs on a typical day with next day delivery to more than 95% of its 8.4 million members. Netflix tracks more personalization metrics than most companies, including: percent of customers for which profit margin is known; customer satisfaction relative to expectations for cost, delivery, quality, and overall; percent delivered by company commit time; standard deviation of order cycle time; and revenue per supply chain management employee per year.

"We are proud that Netflix is being recognized for its achievements," acknowledged Netflix Vice President of Corporate Communication Steve Swasey. "The goal of all Netflix employees is to connect people with movies they will love in a way that exceeds their expectations of convenience, selection and value. Implementing that goal means meticulous attention to detail across the entire value chain, from web site design to DVD procurement, digital license acquisition, distribution, shipping, receiving and customer response."

Netflix Inc. is the world's largest online movie rental service. Based in California, this publicly traded company allows subscribers unlimited rentals of movies from a catalog of more 100,000 titles on DVD. More information is available at www.netflix.com.

About Boston Strategies International

Boston Strategies International (www.bostonstrategies.com), founded in 1998, helps executives, governments, and investors create global growth opportunities through strategic supply chain management. The firm provides strategy consulting, cost and pricing analysis, and custom industry research that helps make critical decisions that involve investment and risk.



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