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NETFLIX IS NOW TRULY ISRAELI



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Israel



TEL AVIV, July 26, 2017 -- Netflix, the world's leading internet television network, today announced a truly Israeli service, using local language, currency and adding Israeli TV shows in

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documentaries, independent films, stand-up comedy and a wide range of kid's titles are now available to watch instantly on Netflix with already over 75% of the content dubbed or subtitled in Hebrew.

Netflix and Partner Communications will ally to make watching internet TV in Israel easy through the Partner TV set top box which carries a dedicated Netflix button on the remote control giving the ability to consumers to access their favorite show with a simple click. Later this year, Partner will also run a consumer promotion and will allow members to sign-up and pay for Netflix through their Partner TV bill.

"We are delighted to offer a more local Netflix experience in Hebrew where members can enjoy a variety of TV shows and movies - everything from globally popular Netflix original series to anime, kids content to stand-up comedies," said Jonathan Friedland, Chief Communication Officer at Netflix. "Israel knows great entertainment and now it's even easier to watch the world's favourite shows on Netflix anytime, anywhere, on any internet-connected device and at the same time as the rest of the world, with all episodes available to watch at once."

Israeli Drama is a genre globally recognized and Netflix has a strong slate of Israeli titles streaming such as TV series *Fauda*, *Hostages (Bnei Aruba)* and *Devout Love (Srugim)*

Apart from the language localization, members will also have access to exclusive series and films in Ultra HD 4K and HDR. Upcoming Netflix original films include the highly-awaited *Bright*, starring Will Smith and Joel Edgerton. For original series, there are Netflix award-winning shows like *Stranger Things*, *Orange is the New Black*, *House of Cards* and *The Crown*; and global phenomena such as *13 Reasons Why* and *Narcos*. The service also offers iconic American shows and films such as *Better Call Saul*, *Designated Survivor*, *Suits*, *The Flash*, *Friends*, *Dexter*, *Pretty Little Liars*, *Breaking Bad*, *The Lord of the Rings*, *Ocean's 11*, *Man of Steel* and *The Matrix*.

Netflix offers a great entertainment experience with many titles available in high-definition with Dolby Digital Plus 5.1 surround sound and now the revolutionary Dolby Atmos. Advanced recommendation technologies with up to five user profiles help members discover entertainment they'll love.

For mobile users, Netflix offers cellular data controls to help better manage how much data members use when streaming on cellular networks, giving a greater choice whether there are on

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Netflix for free for one month by signing up at www.netflix.com

Among the devices that support Netflix at launch in Israel are:

Blu-ray players	LG, Panasonic, Samsung, Sony, Toshiba
Computers	Mac, Windows, Chrome OS
Game consoles	PlayStation (PS3, PS4), Wii U, Xbox 360, Xbox One
Home theater systems	LG, Panasonic, Samsung, Sony
Smart TVs	LG, Panasonic, Philips, Samsung, Sony, Toshiba
Internet media players	Apple TV
Phones and tablets	iOS phones and tablets, Android phones and tablets, Windows Phone
Set top boxes	Partner TV set top box

About Netflix

Netflix is the world's leading internet television network with 104 million members in over 190 countries enjoying more than 125 million hours of TV shows and movies per day, including original series, documentaries and feature films. Members can watch as much as they want, anytime, anywhere, on nearly any internet-connected screen. Members can play, pause and resume watching, all without commercials or commitments.

PR Contact:

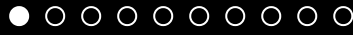
Netflix: Yann Lafargue / [ylafargue@netflix.com](mailto:y.lafargue@netflix.com)

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