



## **Panera Bread Deploys NCR POS**

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Leading Bakery Chain Deploys NCR RealPOS(TM) in Over 100

Locations, with Continued Deployments in the Future

ATLANTA--(BUSINESS WIRE)--Nov. 2, 2006--NCR Corporation (NYSE:NCR) today announced that St. Louis-based Panera Bread Company (Nasdaq:PNRA), the leader in the emerging bakery-cafe category, has certified NCR as a point-of-sale (POS) hardware provider for Panera Bread bakery-cafes.

Panera has completed installation of the NCR RealPOS solution in over 100 locations nationwide. Plans call for additional deployments for both new and retrofit bakery-cafes in the future. Panera selected the NCR solution following an extended pilot at multiple bakery-cafes.

"We conducted an extensive in-store, side-by-side comparison of the leading POS terminals," said Panera Bread Chief Intelligence Officer Tom Kish. "The bakery-cafe operators felt the NCR RealPOS was the most reliable and simple to operate. Reliability and simplicity are both critical elements in delivering superior guest services."

The solution includes NCR RealPOS 70 terminals and peripherals, as well as software from NCR RealPartner XPIENT Solutions. Panera is installing approximately six terminals per store.

"The NCR RealPOS 70 was designed from the ground up to meet the quick-service environment's unique set of technology challenges and needs - namely speed, durability and the capacity to grow with the restaurant's business," said Tracy Flynn, vice president, NCR Hospitality Solutions.

For the fourth consecutive year, Panera Bread was rated among the best of 121 competitors in a 2005 national customer satisfaction survey of more than 62,000 consumers performed by Sandelman & Associates. Panera Bread also won leader awards in nearly every market across 37 states.

### **About Panera Bread**

With its identity rooted in handcrafted, fresh-baked, artisan bread, Panera Bread is committed to providing great tasting, quality food that people can trust. Highlighted by antibiotic-free chicken, whole grain bread, select organic and all-natural ingredients and a menu free of man-made trans fat, Panera's bakery-cafe selection offers flavorful, wholesome offerings. The menu includes a wide variety of year-round favorites to compliment new items introduced seasonally with the goal of creating new standards in everyday food choices. In neighborhoods across the country, guests are enjoying Panera's warm and welcoming environment featuring comfortable gathering areas, relaxing decor and free WiFi Internet access. At the close of each day, Panera Bread bakery-cafes donate bread and baked goods to community organizations in need. Headquartered in Richmond Heights, Mo., Panera Bread operates 976 bakery-cafes (353 company-owned and 623 franchised) as of Sept. 26, 2006. For more information, visit [www.panerabread.com](http://www.panerabread.com).

### **About NCR Corporation**

NCR Corporation (NYSE:NCR) is a leading global technology company helping businesses build stronger relationships with their customers. NCR's Teradata(R) data warehouses, ATMs, retail systems, self-service solutions and IT services provide Relationship Technology(TM) that maximizes the value of customer interactions and helps organizations create a stronger competitive position. Based in Dayton, Ohio, NCR ([www.ncr.com](http://www.ncr.com)) employs approximately 29,300 people worldwide.

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