



Publix Super Markets Expands Teradata Data Warehouse Functions

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Supply-Chain Management and Loss Prevention Technologies Bolstered

DAYTON, Ohio--(BUSINESS WIRE)--June 18, 2007--Publix Super Markets, Inc., the country's largest employee-owned supermarket chain, has expanded its data warehouse from Teradata, a division of NCR Corporation (NYSE:NCR). This expansion will support critical analysis that will be used to improve Publix's retail operations. The move brings the Teradata data warehouse out of the traditional decision-support realm at the \$21.7 billion company and into supporting day-to-day tactical operations decisions.

The expansion, which includes new Teradata 5500 servers running robust Teradata data-mining software and new Teradata data warehouse support technology, enables Publix to more thoroughly understand its operations. By providing detailed historical and current information, associates can then optimize their business decisions.

"The Publix brand is built on industry-leading customer satisfaction that it has earned through quality products and best-in-class service. Publix is well on its way to having one of the premier data warehouses in the supermarket industry with actionable and timely information for business users, which is critical in the highly competitive supermarket business," said Rob Berman, vice president of Retail Solutions for Teradata.

About Publix

Founded in 1930, Publix Super Markets (www.publix.com) is the largest and fastest-growing employee-owned supermarket chain in the United States. Publix and our associates excel in community involvement, volunteerism and a commitment to our market areas and beyond. Publix's commitment to diversity has contributed to our success in being a great place to work and shop.

About Teradata Division

Teradata (www.teradata.com), a division of NCR Corporation (NYSE:NCR), is the global technology leader in enterprise data warehousing, analytic applications and data warehousing services. Organizations around the world rely on the power of Teradata's award-winning solutions to get a single, integrated view of their business to enhance decision-making, customer relationships and profitability.

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) employs approximately 29,500 people worldwide.

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