



Sunflower Farmers Markets Selects NCR POS With Two-Sided Receipt Printing to Support Its Sustainability Initiatives

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NCR RealPartner, Southwest Point of Sale, Helps U.S. Natural Foods Grocer Leverage Technology to Reduce Waste and Energy Consumption, and
Improve Operational Efficiencies

DAYTON, Ohio--(BUSINESS WIRE)--July 8, 2008--Boulder, Colo.-based Sunflower Farmers Markets, one of the fastest growing natural food grocers in the western United States, is deploying a new point-of-sale (POS) solution featuring two-sided receipt printing from NCR Corporation (NYSE: NCR) to support its sustainability initiatives. NCR RealPartner Southwest Point of Sale is responsible for the sale, installation and maintenance of the solution.

Patented NCR Two-Sided Thermal Receipt Printing allows simultaneous printing on both sides of a thermal paper receipt, reducing paper consumption by up to 40 percent. This can result in less energy being consumed by paper production and distribution, as well as less waste disposal, air emissions and wastewater.

"At Sunflower, we are dedicated to promoting the health of our customers and our planet. This approach impacts all aspects of our business from the food and products we sell to the technology we deploy," said Colein Whicher, marketing director, Sunflower Farmers Markets. "NCR two-sided receipt printing supports our green initiatives by helping us reduce waste and energy consumption while also providing us with the benefits of a best-in-class, innovative and efficient POS printing solution."

In addition to NCR's two-sided thermal receipt printing, the solution includes the NCR RealPOS(TM) 80 workstation, NCR RealScan(TM) 78 OFX bi-optic scanner/scale and NCR Systemedia two-sided thermal receipt paper rolls.

Already underway, the rollout will continue over the next five years at 50 locations, with the new NCR technology deployed in approximately eight lanes at each store.

"Sunflower is recognized in the communities it serves as a grocer dedicated to offering 'Serious Food at Silly Prices' and improving the quality of food available to consumers - characteristics that are further emphasized by its innovative approach to technology," said Jeff Sanders, president, Southwest Point of Sale. "The comprehensive POS update from Southwest and NCR is a natural choice for Sunflower, as it provides enhanced serviceability and increased operational efficiencies while also supporting their sustainability goals."

About Sunflower Farmers Markets

Sunflower Farmers Markets (www.sfmmarkets.com) is a rapidly growing chain of full-service grocery stores offering consumers the highest quality natural and organic products at the lowest possible price. The company, founded in 2002, is a pioneer in developing the emerging value segment of the natural and organic foods retailing industry. The company has 14 retail stores located in Denver; Fort Collins, Colo.; Boulder, Colo.; Phoenix; Tempe, Ariz.; Scottsdale, Ariz.; Tucson, Ariz.; Las Vegas; and Albuquerque, N.M., with expansion plans for Texas and Utah.

About Southwest Point of Sale

Southwest Point of Sale, based in San Diego with additional offices in Phoenix and Las Vegas, has been a major POS solution provider since 1975. Southwest provides state of the art POS solutions to grocery and convenience stores, specialty retail, fine dining and quick-serve restaurants. The company offers comprehensive system design, installation, on-site service, complete training and after sale service. For more information, visit www.southwestpos.com.

About NCR Corporation

NCR Corporation (NYSE: NCR) is a global technology company leading how the world connects, interacts and transacts with business. NCR's assisted- and self-service solutions and comprehensive support services address the needs of retail, financial, travel, healthcare, hospitality, gaming and public sector organizations in more than 100 countries. NCR (www.ncr.com) is headquartered in Dayton, Ohio.

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