



## **NCR Appoints Alex C. Camara as Vice President and General Manager of NCR Entertainment Solutions**

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### **Camara to drive NCR's entertainment self-service leadership strategy**

DAYTON, Ohio--(BUSINESS WIRE)--Jun. 1, 2009-- [NCR Corporation](#) (NYSE: NCR) announced today that Alex C. Camara has joined the company as vice president and general manager of NCR Entertainment Solutions. In his new role, Camara will lead NCR's entertainment business, which includes its Blockbuster Express DVD rental operations.

Camara joins NCR from Coinstar, Inc, where he served for ten years including most recently as senior vice president and general manager of Coinstar Coin and Entertainment. In that role, he consistently grew revenues and profits in Coinstar's largest business unit. Camara has more than 25 years of leadership experience in operations, sales, supply chain, business development and general management from the retail industry and self-service technology.

"Alex is the ideal person to drive NCR's entertainment business and fulfill our goal of becoming the worldwide leader in entertainment self-service solutions," said [John Bruno](#), executive vice president, NCR Industry Solutions Group. "Alex is a proven leader with exceptional skills in both guiding strategy and driving execution of a global, self-service kiosk operator business. Together with his strong global experience in the retail industry, Alex will help us accelerate the growth of our Blockbuster Express business as well as continue to build our capabilities in downloadable digital content, video game buy/sell/trade solutions, and additional new technologies."

"NCR has put all of the pieces in place to become the leader in entertainment self-service solutions. The capital investment it is making to roll out its DVD kiosks, its strategic partnership with Blockbuster, its capabilities through the TNR acquisition and its partnerships with other next-generation technology providers put NCR in a unique position to grow its business rapidly in the entertainment space," said Camara. "I am looking forward to joining NCR's world-class entertainment team and working closely with our customers and partners in order to profitably grow NCR in this industry."

NCR believes the entertainment self-service industry represents a substantial market opportunity, and the company has made significant investments in that space over the past 12 months. In the fall of 2008, NCR began a strategic alliance with [Blockbuster Inc.](#) to deploy Blockbuster Express branded DVD rental kiosks. In April 2009, NCR accelerated that strategy by [purchasing the remaining equity](#) in TNR Entertainment, an operator of DVD rental kiosks – enabling the company to become an owner/operator of the devices and marking the first step of a North America rollout of thousands of units.

NCR also has invested in other technology firms, including [ePlay Inc.](#) – which operates buy/sell/trade kiosks for video games – and [MOD Systems](#) – a pioneer in digital media downloads.

### **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, entertainment, gaming and public sector organizations in more than 100 countries. NCR ([www.ncr.com](http://www.ncr.com)) is headquartered in Dayton, Ohio.

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