



## **NCR Accelerates Deployment of BLOCKBUSTER Express(TM) DVD-Rental Kiosks in Publix Super Markets**

September 16, 2009 at 8:03 AM EDT

### **New Installs and MovieCube™ Conversions Nearly Complete in East Florida Locations of Nation's Largest Employee-Owned Grocery Chain**

DULUTH, Ga.--(BUSINESS WIRE)--Sep. 16, 2009-- [NCR Corporation](#) (NYSE: NCR) has reached an agreement to operate its DVD rental kiosks in [Publix Super Markets](#), the largest employee-owned grocery chain in the U.S. NCR plans to complete the installation of its BLOCKBUSTER Express DVD-rental kiosks in most Florida-area Publix stores by November 1. NCR also has begun installations in select Publix stores in other major markets, including Atlanta; Birmingham, Ala.; Savannah, Ga.; Greenville, S.C.; and Charleston, S.C. Customers interested in finding the BLOCKBUSTER Express kiosk nearest them can visit [www.blockbusterexpress.com](http://www.blockbusterexpress.com) for a kiosk locator.

For many Publix customers, NCR's DVD kiosks will be their first opportunity to rent DVDs from a rental kiosk located in their favorite grocery store. NCR also is converting The New Release™ and [MovieCube](#)™-brand kiosks ~~acquired with TNR Entertainment in April 2009~~ located in approximately 300 Publix stores to BLOCKBUSTER Express kiosks.

"At Publix, we strive to continuously offer our customers value and service," said Maria Brous, director of media and community relations for Publix Super Markets. "By partnering with NCR, we are offering our customers the convenience of DVD rentals as part of their traditional shopping experience. The initial feedback we have received from our customers is that they enjoy the wide selection of movies, ease of the transaction and the time-saving aspect of one-stop shopping. DVD movie rentals at Publix are just another way we meet the changing needs of our customers."

NCR is launching a new self-service DVD rental experience under the BLOCKBUSTER Express brand, offering consumers the widest selection of new release and classic DVDs through conveniently located kiosks. NCR's kiosks hold well over 800 DVDs, giving Publix customers the greatest choice of new releases and classic titles available in a kiosk.

No membership is required to rent a DVD from NCR's kiosks – customers simply swipe their credit card and are charged \$1 per night until they return the DVD.

"When consumers shop at Publix Super Markets, they expect a premium shopping experience and unparalleled value. With our DVD kiosks and \$1 per night DVD rentals, NCR shares Publix's values, making this an ideal partnership," said Alex Camara, vice president and general manager of NCR Entertainment. "We are committed to bringing all of Publix's customers access to the greatest choice of DVD rentals, with a great brand at a great price."

NCR expects to invest as much as \$60 million in 2009 to build out its DVD-rental kiosk operations. The company expects to deploy more than 2,500 kiosks in 2009 for a total of 10,000 kiosks by mid-year 2010.

### **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 Duluth, Georgia.

Photos/Multimedia Gallery Available: <http://www.businesswire.com/cgi-bin/mmg.cgi?eid=6050931&lang=en>

Source: NCR Corporation

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