



NCR Acquires DVDPlay, Adds Approximately 1,300 New DVD-Rental Kiosks

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NCR to convert kiosks to its BLOCKBUSTER Express(TM) brand and plans further expansion in DVDPlay locations
DULUTH, Ga., Dec 10, 2009 (BUSINESS WIRE) -- NCR Corporation (NYSE: NCR) today significantly expanded its network of DVD-rental kiosks through the acquisition of DVDPlay, which operates approximately 1,300 kiosks in the U.S. and Canada. NCR is increasing its expansion goals for its DVD-rental kiosks in 2009; the company now expects to operate approximately 3,800 kiosks by the end of the year. Terms of the deal were not disclosed.

NCR plans to work with its retail partners to convert DVDPlay-branded kiosks to its [BLOCKBUSTER Express-brand](#). Through NCR's kiosks, DVDPlay customers will have the benefit of the largest selection of DVDs in the industry - NCR's kiosks hold more than 900 DVD titles - and access to other BLOCKBUSTER Express kiosks for DVD renting in their area. NCR kiosks are also digital download-ready. In time, consumers will be able to download movies from the kiosks to [portable memory cards](#).

NCR's acquisition of Campbell, Calif.-based DVDPlay expands its reach into states such as California, Colorado and Illinois, where NCR expects to further increase its BLOCKBUSTER Express presence.

"Our acquisition of DVDPlay accelerates NCR's growth in the DVD-rental business as we expand our operations, technology leadership and consumer experience in key markets with premium retail partners," said [Alex Camara](#), vice president and general manager, NCR Entertainment. "Over the past six months, we've seen tremendous enthusiasm from consumers and retail partners for our DVD-rental kiosks. We've been able to deploy quickly and maintain high levels of availability. This further investment will help us bring our kiosks to even more consumers in even more locations around the United States, especially in major markets in California and other parts of the Western U.S."

DVDPlay rolled out the [first DVD-rental kiosks](#) in 1999. The company manufactures and operates approximately 1,300 kiosks in the U.S. and Canada. Conversions of DVDPlay kiosks to BLOCKBUSTER Express are expected to start at the beginning of 2010.

To find the nearest BLOCKBUSTER Express kiosk, consumers can use the store locator found at www.blockbusterexpress.com/dvd-machines.

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) is headquartered in Duluth, Georgia.

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Photos/Multimedia Gallery Available: <http://www.businesswire.com/cgi-bin/mmg.cgi?eid=6117828&lang=en>

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