



## **NCR Continues New York City Expansion with Gristedes Supermarkets DVD-Rental Kiosks Deployment**

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### **Long-Standing New York City Supermarkets to Offer \$1 Per Night DVD Rentals**

DULUTH, Ga., Jan 13, 2010 (BUSINESS WIRE) -- NCR Corporation (NYSE: NCR) will install its BLOCKBUSTER Express(TM)-branded DVD-rental kiosks in 35 locations of Gristedes Inc., a premiere New York City chain of small supermarkets. New Yorkers can already find BLOCKBUSTER Express kiosks in several Gristedes, with full deployment to be completed in January.

The BLOCKBUSTER Express-branded kiosk rental experience from NCR offers consumers DVD rentals for \$1 per night through conveniently located kiosks. Consumers can choose to return the DVD to any BLOCKBUSTER Express kiosk - not just where they rented the DVD.

"Our goal is to make every shopping experience a great shopping experience," said Michael Criscuolo, Gristedes. "The addition of NCR's BLOCKBUSTER Express-branded DVD rental kiosks means our customers' shopping experience will be greatly enhanced by having their favorite entertainment titles available in Gristedes. And the low price of \$1 per night matches our commitment to offer the lowest prices in town."

NCR's kiosks hold more than 900 DVDs, providing the widest selection of new release and classic DVDs available. A full list of all titles available through BLOCKBUSTER Express kiosks can be found at [www.blockbusterexpress.com](http://www.blockbusterexpress.com).

"In large urban areas like New York, DVD Rental kiosks are a great way to conveniently offer entertainment titles without a significant retail footprint," said Alex Camara, vice president and general manager, NCR Entertainment. "Gristedes has been a fixture in New York for more than 100 years and is a great retail partner for NCR as we expand our presence. Combined with our recent announcement of the largest deployment of DVD rental kiosks in the city at more than 200 Duane Reade locations, New Yorkers will be able to find numerous conveniently-located BLOCKBUSTER Express kiosks."

No membership is required to rent a DVD at a BLOCKBUSTER Express kiosk - customers simply swipe their credit card and are charged \$1 per night until they return the DVD.

### **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.

### **About Gristedes Supermarkets**

Gristedes Foods, Inc., a division of the Red Apple Group currently has over 50 locations spanning throughout Manhattan, Brooklyn and Westchester, employing approximately 2,500 associates. Gristedes' growth is attributed to their commitment in providing their customers with quality products and quality service. For more information, please visit [www.gristedes.com](http://www.gristedes.com). Red Apple Group, Inc. is a private company with over 7,800 employees whose business ventures include supermarkets, gasoline stations, refining and transporting oil, and convenience-food stores. Their market saturation includes New York, Ohio, and Pennsylvania.

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SOURCE: NCR Corporation

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