



## New BLOCKBUSTER Express Web Site Lets Customers Rent DVDs Online and Pick up at Select Kiosk

March 11, 2010 at 8:01 AM EST

### **Industry-firsts include enhanced customer experience with favorites list and up to three rentals at once**

DULUTH, Ga., Mar 11, 2010 (BUSINESS WIRE) -- NCR has just made renting a DVD from BLOCKBUSTER Express(TM)-branded kiosks faster and easier, now allowing customers to rent DVDs online for \$1 per night at [blockbusterexpress.com](http://blockbusterexpress.com). Through the new rent online feature at [blockbusterexpress.com](http://blockbusterexpress.com), customers can create a favorites list, browse available titles at their preferred kiosk, complete the rental of up to three titles at once online and then pick up their DVDs from the kiosk at their convenience.<sup>1</sup> These new rent online features enhance the home entertainment experience: movie fans spend less time renting and more time enjoying their DVDs.

NCR is encouraging new customers to try the rent online feature by offering one night of free rental by using the code "GY131" while renting at [blockbusterexpress.com](http://blockbusterexpress.com).<sup>2</sup>

[Blockbusterexpress.com](http://Blockbusterexpress.com) features a number of new enhancements not found on competing kiosk sites. NCR lets customers make a list of the movies they want to see and access that list for quick rental from anywhere on the site. Customers can rent three movies at once, unlike other sites that allow rental of only one DVD at a time.

[Blockbusterexpress.com](http://Blockbusterexpress.com) also lets customers identify their "preferred kiosk", so that whenever they browse for DVDs online, they automatically browse the titles available at the kiosk most convenient to them. This new feature will also allow them to find a title at other kiosks nearby if it is checked out at their preferred kiosk.

"We wanted to create the best online rental experience in the business, so we put our customers first when we designed the new [blockbusterexpress.com](http://blockbusterexpress.com). With our new site, you can rent online and the movies you want will be waiting for you at the kiosk," said Alex Camara, vice president and general manager, NCR Entertainment. "Through our new web experience, our customers will find a faster and easier way to rent a DVD at the same great price."

NCR BLOCKBUSTER Express-branded kiosks offer DVD rentals for only \$1 per night with no membership requirement. Customers simply swipe their credit card and are charged \$1 per night until they return the DVD to any BLOCKBUSTER Express kiosk - not just where they originally rented the DVD. Through the new reserve online feature, customers can pay online with their credit card and pick up their DVD at a selected kiosk.

### **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 (<http://www.ncr.com>) is headquartered in Duluth, Georgia.

NCR is a trademark of NCR Corporation in the United States and other countries.

### **Notes**

(1) Rentals must be picked and returned by 9 p.m. the next day and may be subject to the retail location hours of operation.

(2) Coupon is valid thru 3/31/2010. Limit one free DVD rental per customer. Not valid with any other offer. Offer good for one night rental period. Extra night charges and taxes apply. Limited time offer. May not be combined with any other offer. Rental terms and conditions apply. Not valid at Blockbuster store locations.

SOURCE: NCR Corporation

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