



## **NCR Increases BLOCKBUSTER Express(R) Presence in the South with Outdoor Kiosks at MAPCO Express Convenience Stores**

June 29, 2010 at 10:03 AM EDT

### **Outdoor kiosks expand convenient entertainment options for consumers in the Southern United States**

DULUTH, Ga., Jun 29, 2010 (BUSINESS WIRE) --

[NCR Corporation](#) (NYSE: NCR) today announced the expansion of BLOCKBUSTER Express<sup>(R)</sup>-branded DVD kiosks in Tennessee and the mid-South with a deployment at MAPCO Express, Inc. convenience stores. Consumers who shop at MAPCO Express locations will now have the convenience of 24-hour BLOCKBUSTER Express-branded DVD kiosks.

MAPCO Express is currently one of the largest convenience store operators in the Southeast, with more than 400 locations in nine states. NCR has deployed a number of BLOCKBUSTER Express kiosks in Tennessee-area MAPCO Express locations as part of a pilot program.

With capacity for more than 950 DVDs, NCR's kiosks can offer more than twice the typical number of DVDs held by competing kiosks. In addition, customers can rent DVDs online at [blockbusterexpress.com](http://blockbusterexpress.com), so they can quickly pick up their DVD at their preferred kiosk location without spending time browsing at the kiosk.

"MAPCO Express is committed to providing affordable quality and personalized convenience to time-starved consumers in neighborhood markets throughout the country," said Tony Miller, Vice President of Sales and Merchandising for MAPCO Express. "With the introduction of NCR's BLOCKBUSTER Express<sup>(R)</sup>-branded DVD kiosks to our stores, MAPCO customers now have easy access to their favorite DVDs at the touch of a button. We look forward to partnering with NCR in our ongoing efforts to provide a best-in-class convenience store shopping experience."

Consumers can conveniently return DVDs to any BLOCKBUSTER Express kiosk - not just where they rented the DVD. 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. <sup>1</sup>

"MAPCO Express customers throughout the southern United States will now have quality entertainment choices available to them at any hour of the day," said [Alex Camara](#), vice president and general manager, NCR Entertainment. "Convenience stores across the country are recognizing that conveniently-located BLOCKBUSTER Express kiosks improve the everyday shopping experience of customers."

To find the nearest BLOCKBUSTER Express kiosk, consumers can use the store locator found at [www.blockbusterexpress.com/kiosks](http://www.blockbusterexpress.com/kiosks). For more information on MAPCO Express, please visit [www.mapcoexpress.com](http://www.mapcoexpress.com).

#### **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.

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

BLOCKBUSTER Express is a trademark of the BB 2009 Trust and is licensed to NCR.

(1) Pricing for some titles may vary

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