



## **NCR and Warner Home Video Reach New Distribution Agreement for DVD Rental Availability at BLOCKBUSTER Express Kiosks**

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### **BLOCKBUSTER Express(R) to offer Warner Home Video Theatrical new release titles after 28-day window**

DULUTH, Ga., Dec 16, 2010 (BUSINESS WIRE) --

Warner Home Video and NCR Corporation (NYSE: NCR) today announced a new distribution agreement that will make Warner Home Video theatrical new release titles available in NCR's BLOCKBUSTER Express(R)-branded DVD rental kiosks after a 28-day window. The new arrangement provides NCR with lower acquisition costs, a direct relationship with the Studio, and access to ample quantities of theatrical new release product four weeks after the street date. The agreement also provides Warner Bros. with the opportunity to maximize the sales of new release titles as well as video-on-demand and other forms of digital distribution in the critical first four weeks.

"We are pleased to establish a direct relationship with NCR regarding the availability of new release product," said Mark Horak, president, the Americas, Warner Home Video. "The new agreement allows NCR to continue providing quality DVD rental titles at an affordable price, while providing Warner Bros. with more revenue opportunities when titles are first released."

The new agreement begins with titles scheduled to hit retail stores in January 2011.

"NCR's BLOCKBUSTER Express-branded kiosks continue to offer convenience, affordability and the best in entertainment to consumers, letting us make every night a movie night," said Justin Hotard, vice president and general manager of NCR Entertainment. "Our DVD-rental kiosks are now in more locations than ever before and this new agreement with Warner Home Video ensures that we can continue to provide our customers with the DVD titles they want at the price they want."

NCR - the worldwide leader in self-service consumer experiences - launched its BLOCKBUSTER Express DVD kiosk program in 2009 in thousands of convenient locations and is the only DVD kiosk operator also delivering movies digitally to consumers through its digital download kiosks - such as those being [installed at InMotion Entertainment stores](#).

For a full list of titles available at BLOCKBUSTER Express(R) kiosks, visit [www.blockbusterexpress.com](http://www.blockbusterexpress.com). Consumers can also rent a DVD online from BLOCKBUSTERExpress.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.

#### **About Warner Home Video**

With operations in 90 international territories, Warner Home Video, a Warner Bros. Entertainment Company, a division of the Warner Bros. Home Entertainment Group, commands the largest distribution infrastructure in the global video marketplace. Warner Home Video's film library is the largest of any studio, offering top quality new and vintage titles from the repertoires of Warner Bros. Pictures, Turner Entertainment, Castle Rock Entertainment, HBO Home Video and New Line Home Entertainment.

SOURCE: NCR Corporation

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