



## **NCR to Install BLOCKBUSTER Express DVD Kiosks at More Than 300 RaceTrac Convenience Stores**

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**Kiosks being added in Georgia, Florida, Mississippi, Louisiana and Texas stores**

DULUTH, Ga., Mar 31, 2011 (BUSINESS WIRE) --

[NCR Corporation](#) (NYSE: NCR) is installing its [BLOCKBUSTER Express](#)<sup>(R)</sup>-branded movie kiosks in 309 RaceTrac convenience stores located in five states throughout the Southeast, bringing a convenient and affordable entertainment option to its customers. Nearly 200 kiosks already are installed, with remaining kiosks to be completed by June 2011.

RaceTrac customers can rent their favorite new movies 24 hours a day from BLOCKBUSTER Express kiosks, which will be located either inside or outside most RaceTrac stores. With a simple swipe of their credit or debit card, customers will have access to the widest selection of popular movies available starting at only \$1 per night, per rental. Customers can keep their movies as long as they want and return their selections to any BLOCKBUSTER Express kiosk.

As part of the new partnership, RaceTrac will be running a two month promotion from April 3 through June 5, where customers renting a DVD can purchase a two-liter Coke product and any one of Lance popcorn, 5 oz. Sour Patch Kids, or 5 oz. Sour Patch Watermelons for only \$3, by showing the RaceTrac associate their BLOCKBUSTER DVD case at checkout.

"Because RaceTrac guests are always on the go, we strive to provide them with value and convenience with everything we offer," said Eric Williams, vice president of Marketing and Category Management, RaceTrac. "With BLOCKBUSTER Express, our guests are guaranteed a great selection and a great price on their favorite movie each time they visit."

BLOCKBUSTER Express kiosks are the highest-capacity DVD-rental kiosk in the industry, with the capability to hold more than 950 DVDs each, including [Black Swan](#) and [Tangled](#). For a full list of titles available at BLOCKBUSTER Express kiosks, visit [www.blockbusterexpress.com](http://www.blockbusterexpress.com), where customers can rent a DVD online for pick-up at a kiosk.

"We are excited to help RaceTrac's customers make every night a movie night," said Justin Hotard, vice president and general manager, NCR Entertainment. "RaceTrac has a long history of delivering exceptional service and convenience to its customers throughout the Southeast, and we are pleased to be their entertainment partner. Our partnership with RaceTrac will help NCR continue to grow our BLOCKBUSTER Express business in key markets, giving consumers even more convenient locations to choose."

For more information about RaceTrac, visit [www.racetrac.com](http://www.racetrac.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.

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SOURCE: NCR Corporation

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