



Kroenke Sports & Entertainment Signs Multi-Year Renewal for Cloud-Based Marketing Software with NCR Corporation

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NCR APTRA eMarketing helps sports entertainment provider enhance e-mail marketing, deliver personalized, preference-based communications

DULUTH, Ga., Nov 08, 2011 (BUSINESS WIRE) --

[NCR Corporation](#) (NYSE: NCR) today announced that Kroenke Sports & Entertainment LLC (KSE) has signed a multi-year renewal of its Software-as-a-Service (SaaS) NCR APTRA eMarketing solution. Kroenke Sports & Entertainment owns and operates several professional teams and venues, including Pepsi Center, Denver Nuggets and the Colorado Avalanche.

KSE's Denver properties use the E-mail Marketing and Preference Centermodules of the cloud-based solution to provide highly personalized communications based on the customer's preferences. The e-mail marketing module provides KSE with a centralized and secure means to run and analyze personalized direct marketing programs to arena patrons and sports fans. The NCR APTRA eMarketing Preference Centerworks in conjunction with the company's business software, CRM system and customer databases, and provides patrons with a convenient online portal to set their communication preferences. For example, NBA fans could select to only receive notifications related to the Denver Nuggets, while others could elect to only receive special promotions for upcoming events at the Pepsi Center.

NCR also provides the company with consulting services that help it craft effective and results-driven direct marketing and social media programs.

"Renewing our engagement with NCR was an easy choice, because of the solution's ease of use, top-notch customer support and value-added services," said Kurt Schwartzkopf, chief marketing officer with Kroenke Sports & Entertainment LLC. "NCR's experts work closely with us to improve our response rates and develop best practices to market tickets, cross-selling promotions and other programs to get the results we want."

Sundeep Kapur, director, strategic marketing for NCR Corporation said, "We are delighted that Kroenke Sports & Entertainment has made this multi-year commitment to us. By delivering their customers dynamic, relevant content that is based on their preferences, KSE can build enduring relationships with patrons and enhance the overall effectiveness of their strategic marketing programs."

NCR APTRA eMarketing is hosted and delivered through the NCR Managed Services Secure Data Center, which ensures high levels of security and application availability and can help companies realize significant cost savings by reducing the need for IT administration and infrastructure investments.

About Kroenke Sports & Entertainment LLC

Denver-based Kroenke Sports & Entertainment is one of the world's leading ownership, entertainment and management groups. As owners and operators of Pepsi Center, the Paramount Theatre, Dick's Sporting Goods Park, the Colorado Avalanche (NHL), Denver Nuggets (NBA), Colorado Mammoth (NLL) and Colorado Rapids (MLS), KSE's sports and entertainment assets are second to none. Additional properties under KSE's umbrella include Altitude Sports & Entertainment, a 24-hour regional television network; Altitude Authentics, the company's official retail provider; and TicketHorse, the official ticketing provider for KSE teams and venues.

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, public sector, telecom carrier and equipment organizations in more than 100 countries. NCR (www.ncr.com) is headquartered in Duluth, Georgia.

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