



## Krispy Kreme® Launches Mobile Rewards Program Powered by NCR

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*NCR Mobile Consumer Engagement platform enables Krispy Kreme to connect their guests with special location-based invitations, offers and rewards*

DULUTH, Ga.--(BUSINESS WIRE)--Nov. 30, 2015-- Krispy Kreme Doughnuts, Inc. (NYSE: KKD) is nearly complete with its nationwide rollout of its Krispy Kreme Rewards mobile app. Earlier this year, Krispy Kreme worked with NCR Corporation, the global leader in consumer transaction technologies, to build and deploy the Krispy Kreme Rewards app on the NCR Engage Mobile platform. With the NCR platform, Krispy Kreme is able to differentiate themselves in their space with a unique experience that both recognizes loyalty and offers a 'surprise and delight' experience.

Now, Krispy Kreme fans can use the app to find and mark their favorite location, receive notifications when the famous Krispy Kreme "Hot Now" Light is on, and earn rewards with each visit. Krispy Kreme has been rolling out this solution across the United States over the past few months and it should be available in all U.S. markets by the end of the year.

"Our goal in developing the Krispy Kreme Rewards program was to enable guests to experience the joy that is Krispy Kreme and earn rewards for their loyalty," said Tony Thompson, Krispy Kreme's President and CEO. "It is critical for us to know our guests more personally and our mobile app provides the data that helps us meet the needs of today's consumer."

The combination of the NCR Aloha point-of-sale and NCR Engage Mobile enables restaurant operators, like Krispy Kreme, to extend ordering, payment, loyalty and feedback capabilities directly into the hands of consumers. By downloading the app and registering for the Krispy Kreme Rewards program, guests will earn points for every dollar spent with Krispy Kreme that can be used towards donuts and coffee. They also will be eligible for other surprise-and-delights throughout the year including exclusive offers and promotions and a special treat for their birthday. And, Krispy Kreme rewards its members with a variety of ways to pay and earn points, including the app's stored-value function, cash, credit/debit card, or gift card.

"Restaurants that don't proactively embrace omnichannel consumer engagement may find themselves 'locked out' in an increasingly competitive battle for consumer mindshare," said Paul Langenbahn, President, NCR Hospitality. "NCR understands the entire restaurant ecosystem needed to enable a frictionless consumer engagement experience, and we were happy to work with Krispy Kreme and help them deliver on their unique consumer engagement vision."

Fans can download the Krispy Kreme Rewards App free from the app store at [www.itunes.com/appstore](http://www.itunes.com/appstore) or Google Play. New features will quickly be added to the rewards app, including the ability to share the Krispy Kreme joy with other members by gifting points.

### About Krispy Kreme

Krispy Kreme is a global retailer of premium-quality sweet treats, including its signature Original Glazed® doughnut. Headquartered in Winston-Salem, N.C., the company has offered the highest-quality doughnuts and great-tasting coffee since it was founded in 1937. Krispy Kreme is proud of its Fundraising program, which for decades has helped organizations raise millions of dollars in needed funds. Krispy Kreme has more than 1,000 retail shops in 24 countries. Krispy Kreme is listed on the New York Stock Exchange (NYSE: KKD). For more information about Krispy Kreme visit [www.KrispyKreme.com](http://www.KrispyKreme.com). Also visit us on Facebook at [www.Facebook.com/KrispyKreme](http://www.Facebook.com/KrispyKreme), on Twitter at [www.Twitter.com/KrispyKreme](http://www.Twitter.com/KrispyKreme), and on Instagram at [www.Instagram.com/KrispyKreme](http://www.Instagram.com/KrispyKreme).

### About NCR Corporation

NCR Corporation (NYSE: NCR) is the global leader in consumer transaction technologies, turning everyday interactions with businesses into exceptional experiences. With its software, hardware, and portfolio of services, NCR enables nearly 550 million transactions daily across retail, financial, travel, hospitality, telecom and technology, and small business. NCR solutions run the everyday transactions that make your life easier.

NCR is headquartered in Duluth, Georgia with approximately 29,000 employees and does business in 180 countries. NCR is a trademark of NCR Corporation in the United States and other countries. The company encourages investors to visit its web site which is updated regularly with financial and other important information about NCR.

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