Hallmark Selects NCR's CRM Suite

August 4, 2000 at 10:32 AM EDT

DAYTON, Ohio, Aug. 4 /PRNewswire/ -- NCR Corporation today announced that Hallmark Cards, Inc., known throughout the world for its personal expression products, has selected NCR's CRM solution to help the company identify new products and services that appeal to specific consumer segments.

The CRM suite will work with the data in Hallmark's NCR Teradata(R) Warehouse to allow the company to fine-tune its products and services to meet and anticipate the needs of consumers. Hallmark's data warehouse gathers data from in-store purchases, Hallmark's Web sites and in-store kiosks.

"With the combination of CRM technology acquired from Ceres and NCR's Teradata warehousing, Hallmark will be equipped to learn even more about what products consumers buy and even anticipate changes in the market," said Peter Heffring, president of NCR's CRM Solutions Division.

About Hallmark

Kansas City-based Hallmark is known throughout the world for its greeting cards, related personal expression products, and television's most honored and enduring dramatic series, the Hallmark Hall of Fame. The company's Hallmark Entertainment, Inc. subsidiary is the world's leading producer of movies and mini-series for television; its Binney & Smith subsidiary, maker of Crayola(R) crayons, is the leading producer of student and professional art materials. Through licensing leadership and joint ventures, Hallmark continues to expand its product formats and distribution avenues. The company, which has wholly owned subsidiaries in 12 countries, publishes products in 30 languages and distributes them in more than 100 countries. In 1999, Hallmark reported consolidated net revenues of $4.2 billion. For more information on Hallmark visit www.hallmark.com .

About NCR Corporation

NCR Corporation (NYSE: NCR) is a US$6.2 billion leader in providing Relationship Technology(TM) solutions to customers worldwide in the retail, financial, communications, travel and transportation, and insurance markets. NCR's Relationship Technology solutions include privacy-enabled Teradata(R) warehouses and customer relationship management (CRM) applications, store automation and automated teller machines (ATMs). The company's business solutions are built on the foundation of its long-established industry knowledge and consulting expertise, value-adding software, global customer support services, a complete line of consumable and media products, and leading edge hardware technology. NCR employs 32,500 in 130 countries, and is a component stock of the Standard & Poor's 500 Index. More information about NCR and its solutions may be found at www.ncr.com .

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