



## **Be Free, Inc. to Analyze Multiple Terabytes of Data with NCR Teradata Database**

January 18, 2001 at 10:32 AM EST

DAYTON, Ohio, Jan. 18 /PRNewswire/ -- Data warehousing leader NCR Corporation (NYSE: NCR) announced today that Be Free, Inc. (Nasdaq: BFRE), the leading provider of a marketing platform that allows online businesses to acquire, convert and retain customers easily and cost-effectively, has selected NCR's Teradata(R) Warehouse to capture and analyze its online data.

Be Free will use its NCR solution to analyze the multiple terabytes of data tracked through the BFAST(SM) partner marketing programs and BSELECT(SM) site marketing programs supported by its online marketing platform. Currently more than 350 leading businesses, such as America Online, Barnes&Noble.com and IBM, are using Be Free's marketing platform to track, manage, measure and analyze marketing programs.

"Collection, interpretation, and distribution of data is at the core of our business, so performance and scalability are critical attributes for our data warehouse," said Sam Gerace, founder and chief technical officer of Be Free, Inc. "Our Teradata system will have the power to support Be Free's data analysis needs now and as we grow."

### **NCR Teradata for E-Business**

"Many data-intense businesses like Be Free are finding that their transaction processing databases just aren't cut out for ad hoc queries and decision support," said Mike DeBrosse, vice president of e-business marketing for NCR. "Our Teradata database is the replacement system of choice for e-businesses that have maxed out the performance of their existing systems."

NCR's growing list of e-business customers includes Travelocity.com, E\*TRADE, Macys.com, Netcentives, Telephia, eHealthDirect, Homestore.com, and Excite@Home subsidiary MatchLogic.

### **About Be Free, Inc.**

The Be Free marketing platform allows online businesses to acquire, convert and retain customers easily and cost-effectively. The company provides a uniform system for tracking, managing, measuring and analyzing all of a business's online marketing programs. These services are hosted, allowing a business to deploy its marketing programs rapidly, without placing time intensive and expensive demands on its own technical resources. With Be Free's industry-leading BFAST(SM) partner marketing services, businesses manage and track strategic partners and affiliates -- compensating these selling partners based on their performance. Be Free's BSELECT(SM) service allows a business to convert visitors to buying customers by recommending relevant products in real time. For more information about Be Free and its products and services, visit <http://www.befree.com>.

### **About NCR Corporation**

NCR Corporation (NYSE: NCR) is a leader in providing Relationship Technology(TM) solutions to customers worldwide in the retail, financial, communications, manufacturing, 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 31,900 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](http://www.ncr.com).

NCR and Teradata are trademarks or registered trademarks of NCR Corporation in the United States and other countries.

Statements in this news release about Be Free, Inc. may be considered forward-looking statements as defined by the Private Securities Litigation Reform Act of 1995. These statements are based on the Company's current expectations, hopes, beliefs and estimates. These statements involve risks and uncertainties that could cause actual results to differ materially from those anticipated or projected. Further information about the risk factors that could affect the Company's performance are contained in the company's filings with the Securities Exchange Commission, including but not limited to its S-1 dated November 3, 1999 and its S-1 dated March 29, 2000. SOURCE NCR Corporation

CONTACT: Holly E. Michael of NCR Corporation, 937-445-6086, or [holly.michael@ncr.com](mailto:holly.michael@ncr.com) ; or Jennifer Roy of Be Free, Inc., 508-480-4039, or [jroy@befree.com](mailto:jroy@befree.com) /