



Binghamton Giant to Roll Out NCR Electronic Shelf Labels

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Supermarket chain cites ROI, customer service as key factors

Binghamton Giant Markets, Inc. today announced it plans to roll out a wireless electronic shelf-labeling (ESL) system from NCR Corporation (NYSE: NCR). The southern New York retailer, known for innovation and a strong focus on customer satisfaction, expects to have approximately 12,400 NCR DecisioNet(TM) labels installed in each of its 12 stores by March 2002.

"We did the math," said Jim Whittaker, director of Management Support Services for Binghamton Giant. "A pilot in our flagship store clearly demonstrated the ability of ESLs to improve operational efficiency and provide a sound return on investment (ROI). And, once all our stores are installed, we look forward to implementing pricing strategies that can drive benefits beyond the obvious cost savings."

ESLs allow stores to respond effectively to competitive pricing pressures by easily and quickly implementing price changes or launching sales on short notice. In addition, studies show that clear and accurate pricing is an important issue for shoppers.

"Along with the assurance of pricing accuracy, our customers appreciate the fact that ESLs provide consistent, easy-to-read information on the shelf edge that can help improve their shopping experience," Whittaker added.

"We firmly believe NCR has the right ESL technology at the right price," said Pete Bartolotta, vice president and general manager of NCR's DecisioNet unit. "Retailers can expect an ROI in 12 to 18 months at each store. Moreover, a significant opportunity for retailers lies in the fact that our ESL solution will enable them to effectively implement price optimization strategies and leverage information in their data warehouses."

In addition to ESL hardware and software, Binghamton Giant turned to NCR for project planning, infrastructure installation, label overlays and maintenance, including remote support.

About Binghamton Giant

Headquartered in Binghamton, N.Y., Binghamton Giant Markets, Inc., has built its business on a straightforward philosophy of offering customers honest, low pricing with no gimmicks. Founded in 1932, the company today has 1,000 employees and operates 12 supermarkets located throughout southern New York.

About NCR Corporation

NCR Corporation (NYSE: NCR) is a leader in providing Relationship Technology(TM) solutions to customers worldwide. NCR's Relationship Technology solutions include the Teradata(R) database and analytical applications such as customer relationship management (CRM) and demand chain management, store automation systems 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 33,300 in more than 100 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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