



## **NCR E-Commerce Services Helping Retailers Enhance Their Online Initiatives; Services for Paul Fredrick, Sports Endeavors Integrate Operations and Drive Business Across Multiple Channels**

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ATLANTA, Jun 24, 2002 (BUSINESS WIRE) -- NCR Corporation (NYSE:NCR) today reported that its e-commerce services are gaining popularity among retailers such as Paul Frederick MenStyle and Sports Endeavors by blending online initiatives into integrated multichannel operations.

Paul Fredrick MenStyle used NCR e-commerce services to leverage online marketing as a strategic component of its business operations. The catalog and online fashion retailer turned to NCR for systems integration, application support and ongoing operational management.

"NCR took the time to understand our business and, by doing so, paved the way to our mutual success," said Allen Abbott, senior vice president of marketing for Paul Fredrick MenStyle.

Sports Endeavors, which offers sports equipment and clothing through Soccer.com and Lacrosse.com, scored an online success with an assist from NCR. The company relies on NCR services for targeted online marketing campaigns that are directed to its customer base and integrated with its shopping cart platform.

"NCR's e-commerce team is a vital partner in our customer management and retention strategy," said Garrett Putman, vice president of online marketing for Sports Endeavors. "They understand the unique demands and challenges of online marketing."

Online retail sales in the United States reached \$47.6 billion in 2001, an increase of 12.3 percent over 2000, according to Forrester Research.

"A successful retail multichannel strategy involves key e-commerce initiatives including targeted e-mail marketing," said Sundeep Kapur, director of retail delivery for NCR e-commerce services. "We're helping retailers drive business in all market channels - not just through the Web."

NCR e-commerce services include planning, design and content development for online campaigns. NCR's managed services provide up-to-the-minute tracking and reporting to enable retailers to enhance promotions and improve future results.

### About NCR Corporation

NCR Corporation (NYSE:NCR) is a leading global technology company helping businesses build stronger relationships with their customers. NCR's ATMs, retail systems, Teradata(R) data warehouses and IT services provide Relationship Technology(TM) solutions that maximize the value of customer interactions. Based in Dayton, Ohio, NCR ([www.ncr.com](http://www.ncr.com)) employs 30,300 people worldwide.

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