



Media Advisory: Beyond Beer & Diapers - The Origins and Future of Data Mining

July 31, 2002 at 7:07 AM EDT

What: A live webcast on the past, present and future of data mining sponsored by Teradata, a division of NCR Corporation (NYSE: NCR). Teradata is celebrating the 10th anniversary of beer and diapers- the data mining legend it started. This event is geared to business and technology press.

Panelists include:

- Thomas Blischok, CEO of MindMeld, Inc. - the data mining pioneer who started the beer and diapers legend 10 years ago when he was with Teradata
- Arlene Zaima, Teradata data mining marketing manager - she'll explain data mining in simple terms and discuss today's trends
- Mike Rote, director of Teradata's Data Mining Lab - a data mining expert who can share many stories from the lab
- Andrew Braunberg, data warehouse and business intelligence analyst at industry analyst firm Current Analysis - as an industry watcher and former data mining news editor, he offers insight into the future of data mining

When: Wednesday, July 31, 2002
1:00 - 2:00 Eastern Time

Where: Access the webcast (slides and audio) at www.teradata.com/beeranddiapers

Audio only 1-800-857-5019 passcode: Teradata

(Minimum Requirements to listen to broadcast: The Windows Media Player software, downloadable free from <http://www.microsoft.com/windows/windowsmedia/EN/default.asp> and at least a 28.8Kbps connection to the Internet. If you experience problems listening to the broadcast, send an email to webcastsupport@tffpn.com).

For more information contact:

Holly Michael - 937-445-6086, e-mail: holly.michael@ncr.com

About Teradata Division

Teradata, a division of NCR Corporation, offers powerful analytical solutions that help businesses drive growth. Teradata solutions include the Teradata database, and analytical applications for customer relationship management, operations and financial management, business performance management and e-business. To learn more about Teradata Division and its solutions, go to www.teradata.com .

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) employs 30,300 people worldwide.

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/CONTACT: Holly Michael of NCR Corporation, +1-937-445-6086, or e-mail, holly.michael@ncr.com/