



7-Eleven Is First Convenience Store To Pilot NCR Electronic Shelf Labels; Industry Leader Installs NCR RealPrice in its Lab Store

August 21, 2002 at 9:08 AM EDT

ATLANTA--(BUSINESS WIRE)--Aug. 21, 2002--7-Eleven, Inc. (NYSE:SE), the largest chain in the convenience retailing industry, is testing NCR RealPrice electronic shelf labels (ESLs) from NCR Corporation (NYSE:NCR), a leader in retail store automation technology, at its "lab store" in Plano, Texas, a suburb of Dallas.

The NCR ESLs have been installed as part of 7-Eleven's ongoing efforts to improve customer service and enhance store operational efficiency.

"Making our customers' shopping experience more convenient is a hallmark of the 7-Eleven success story," said Keith Morrow, vice president of information systems for 7-Eleven(R) stores. "NCR RealPrice fits this model because it provides shoppers with a clear display of the product description and the price. ESLs also help reduce the likelihood of a product not being available because the tags serve as an item place-holder on the shelves."

ESLs are wireless digital tags that can be attached to store shelves or other fixtures, where they display pricing and other information in large, clear characters. They are linked to the same computer file used by the store's checkout terminals and bar code scanners.

The use of ESLs can also help stores better manage expenses and implement more profitable pricing strategies.

"During this pilot, we expect a measurable reduction in the time and cost associated with replacing generic shelf tags and item-level stickers for products in the freezer, vault, candy and nutritional aisles," said Chet Scott, 7-Eleven information systems project manager. "We also anticipate a payback from the ability to quickly execute special promotions and make price changes in smaller increments."

7-Eleven is experimenting with other technology at its "lab store" that includes state-of-the-art gasoline dispensers equipped with monochrome monitors that prompt the customer through each step of a transaction; a car wash with a sonic sensor and laser beam that measures the position of a car and its size for best washing results; a drive-thru window that opens to the customer when the sales associate touches a bar sensor and interrupts a light beam; an automatic ice delivery system for its proprietary beverage equipment; coffee dispensers that alert staff when it's time to refill and that use "soft heat" to retain product quality longer; and wireless travel directions.

The first company to offer a wireless system, NCR is a leader in ESL technology, with more than 150 installations in 11 countries

"We believe 7-Eleven is the first convenience store chain in the United States to install ESLs," said Pete Bartolotta, vice president and general manager, NCR RealPrice. "This decision to pilot NCR RealPrice - by the company that invented the concept of convenience retailing - further validates the business case for ESL technology."

About 7-Eleven, Inc.

7-Eleven, Inc. is the premier name and largest chain in the convenience retailing industry and is observing its 75th anniversary in 2002. Headquartered in Dallas, Texas, 7-Eleven, Inc. operates, franchises and licenses more than 6,000 7-Eleven(R) stores in the United States and Canada and licenses approximately 17,000 7-Eleven(R) stores in 17 other countries and territories throughout the world. During 2001, 7-Eleven(R) stores worldwide generated total sales of more than \$31 billion. Find out more online at www.7-Eleven.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 approximately 30,400 people worldwide.

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