



Safeway First UK Retailer to Install Electronic Shelf Labels in Deal with NCR

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NCR Corporation (NYSE:NCR)

Safeway PLC will be the first UK retailer to introduce electronic shelf-edge labels nationwide. The company plans to roll the system out to 50 stores, following a successful two-store trial earlier this year in St. Albans and Wokingham.

Electronic shelf labels (ESLs) are digital tags that can be attached to shelves or other store fixtures. They display pricing information in large, clear characters and provide other information to shoppers or store personnel.

The ESLs are linked to the same central pricing data that is accessed by the store's point-of-sale system. This assures that when an item is scanned, the price at the checkout always matches the price on the shelf.

Working in partnership with retail technology company NCR Corporation (NYSE:NCR), Safeway will replace all the paper labels in 50 stores with ESLs.

"Electronic ticketing is a major innovation, which will enable us to offer better information to our customers," said Ric Francis, chief information officer, Safeway.

"The decision by Safeway to rollout NCR RealPrice(TM) follows the implementation of our ESL technology in hundreds of stores across Europe and the U.S.," said Pete Bartolotta, vice president and general manager of NCR RealPrice. "The system leads to greatly enhanced operational efficiency and consumer satisfaction."

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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