



Southwest Bank of Texas and NCR Touchdown at the Texans' High-Tech Reliant Stadium - Loudest Stadium in the League Shouts Out to Fans With Branded ATMs

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HOUSTON--(BUSINESS WIRE)--Nov. 14, 2003--Dubbed the "loudest stadium in the NFL," Houston's high-tech Reliant Stadium has found yet another way to shout out to the more than 70,000 fans that can fill its stands on game day. Southwest Bank of Texas and NCR Corporation (NYSE:NCR), two of the biggest players in their respective fields, have outfitted the stadium with custom screens and graphics for Reliant's new automated teller machines (ATMs) that support the marketing initiatives of the bank and the stadium.

The new ATMs help promote the Houston Texans and other services available from the bank. The custom screens are built on NCR's Direct Connect Plus (NDC+) software platform.

Marylyn Manis, executive vice president of Bank Operations for Southwest Bank of Texas, said, "We are thrilled to play a role in the support team that will ensure a terrific experience for Reliant Stadium visitors. Obviously, we want the fans to have a fast interaction at the ATM that meets their needs, while also taking the opportunity to very quickly introduce them to the Southwest Bank of Texas brand. We selected NCR because of its extensive experience in driving consumer transactions and in maximizing the value of each interaction at the ATM."

"This opportunity offers a terrific way to cross-promote the stadium's home teams and the bank's services during the typical 15 second wait times and idle times when the ATM is not in use. Using the ATM as a brand and service extension can be a very effective marketing tool," said Tom Conroy, vice president of NCR's Financial Solutions Division national accounts team. "NCR has proven the effectiveness of customized ATM screens in many instances, including several of the past Olympic games. We know how to help our customers maximize marketing messages and sponsor impact at the ATM in a way that the end user sees as unintrusive."

About Southwest Bank of Texas

Southwest Bancorporation of Texas, Inc. (Nasdaq:SWBT), the parent company of Southwest Bank of Texas, N.A., is the largest independent bank holding company located in Houston, Texas. The company focuses on commercial lending, treasury management and investment services for businesses in the southwest, private financial management and trust services for families and individuals and retail and mortgage banking services. The company, with \$5.44 billion in assets, has 42 full-service branches located throughout the Houston metropolitan area and a loan production office in Dallas.

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 29,300 people worldwide.

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