



## **NCR to Replace Entire ATM Fleet at Union Federal Bank of Indianapolis; Includes NCR's Unique APTRA Promote Software For Managing ATM Advertising Campaigns**

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DAYTON, Ohio--(BUSINESS WIRE)--Sept. 21, 2004--NCR Corporation (NYSE:NCR) has been selected to replace 51 automated teller machines (ATMs) at 40 Union Federal Bank of Indianapolis branch locations. The purchase includes the replacement of the bank's entire ATM channel with NCR Personas 86 and Personas 77 units, channel-wide installation of NCR's flexible APTRA(TM) software suite and three-year maintenance services. Rollout will begin in September and is expected to be complete by the end of first quarter 2005. NCR is a new partner for Union Federal in supplying these products and services.

Among the selling points for Union Federal was NCR's flexible APTRA Edge software which speeds the delivery of new ATM services and APTRA Promote, which provides a fast and simple solution for delivering marketing and advertising campaigns on the ATM. Using this technology, special promotions are directed to ATM customers at convenient moments during the transaction. Union Federal will focus on communicating unique products and services to its customers using the flexibility and customization characteristics built into APTRA Promote.

Brent Frymier, vice president of Business Intelligence for Union Federal Bank, said, "We were impressed with the completeness of NCR's strategy, not only in their ability to meet our immediate ATM channel needs but in helping us plan for the future. We see this partnership with NCR as the first step in utilizing the ATM channel as a strategic interface that offers exceptional, individualized interaction with our customers."

Tom Conroy, U.S. area vice president of Self-service Sales for NCR's Financial Solutions division, said, "Innovation at NCR isn't just about deploying new technologies, it's about solving real-world business problems and delivering measurable return on investment. We are very pleased that Union Federal has chosen NCR as a business partner and will be utilizing our proven experience in driving both customer interaction and advanced self-service banking functionality."

### **About Union Federal Bank of Indianapolis**

Union Federal Bank of Indianapolis has grown into the third largest Indianapolis-area bank, based on deposits, with assets of over \$3 billion. More than 500 employees serve a customer base of over 60,000 households. Union Federal offers a full range of financial services to both business and retail customers at 40 full-service banking centers. Additional information is available via the Internet at [www.unionfedbankonline.com](http://www.unionfedbankonline.com) or by calling In-Touch 24 at 1-800-284-4090.

### **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 and help organizations create a stronger competitive position. Based in Dayton, Ohio, NCR ([www.ncr.com](http://www.ncr.com)) employs approximately 29,000 people worldwide.

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