



NCR Expands BLOCKBUSTER Express(TM)-branded DVD-rental Kiosks to Duane Reade Stores

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NCR's BLOCKBUSTER Express takes a bite out of the Big Apple with largest deployment of DVD-rental kiosks in Manhattan

DULUTH, Ga.--(BUSINESS WIRE)--Dec. 1, 2009-- [NCR Corporation](#) (NYSE: NCR) will install its BLOCKBUSTER Express-branded DVD-rental kiosks in more than 200 locations of Duane Reade, New York's leading drugstore chain. BLOCKBUSTER Express is currently available in a number of Duane Reade locations and it is anticipated that more than 200 locations will be deployed over the next several months, with most deployed before the end of the year.

The announcement represents the largest deployment of DVD-rental kiosks to come to New York City. More than 200 BLOCKBUSTER Express kiosks will be available to New Yorkers in Manhattan alone. Consumers will be able to rent DVDs for \$1 per night and return the DVDs to any BLOCKBUSTER Express kiosk location.

NCR's DVD kiosk rental experience offers consumers the widest selection of new release and classic DVDs available through conveniently located kiosks. NCR's kiosks hold more than 900 DVDs, providing customers a broad choice of new releases and classic titles.

"We have been transforming our business to bring New Yorkers a better shopping experience. By partnering with NCR to include BLOCKBUSTER Express kiosks in select stores, we continue to create a more convenient and efficient shopping experience for our customers. The BLOCKBUSTER Express kiosks offer affordable entertainment and provide another way Duane Reade makes New York living easy," said Joe Magnacca, Chief Merchandising Officer, Duane Reade.

"DVD rental kiosks are a great fit in high-traffic urban areas because they take up a very small retail footprint. Paired with a convenience or drug store location, it gives consumers a very convenient way to pick up their favorite entertainment titles while they shop for everyday items," said Alex Camara, vice president and general manager, NCR Entertainment. "New Yorkers think of Duane Reade for convenience. Our DVD kiosks provide Duane Reade with additional convenience for its customers."

No membership is required to rent a DVD at a BLOCKBUSTER Express kiosk – customers simply swipe their credit card and are charged \$1 per night until they return the DVD.

About NCR Corporation

NCR Corporation (NYSE: NCR) is a global technology company leading how the world connects, interacts and transacts with business. NCR's assisted- and self-service solutions and comprehensive support services address the needs of retail, financial, travel, healthcare, hospitality, entertainment, gaming and public sector organizations in more than 100 countries. NCR (www.ncr.com) is headquartered in Duluth, Georgia.

About Duane Reade

Founded in 1960, Duane Reade is the largest drug store chain in New York City. In keeping with company's brand vision of New York Living Made Easy, Duane Reade provides New Yorkers with prescriptions, health products and services, beauty products and services, and convenience items for daily life in the City... everything for "How I Feel", "How I Look", and "What I Need Now". As of October 1, 2009, the Company operated 256 stores.

NCR is a trademark of NCR Corporation in the United States and other countries.

Photos/Multimedia Gallery Available: <http://www.businesswire.com/cgi-bin/mmg.cgi?eid=6110815&lang=en>

Source: NCR Corporation

NCR Corporation
Jeff Dudash, 919-435-6976
jeff.dudash@ncr.com