



## **NCR Continues to Grow BLOCKBUSTER Express in Northeast with Deployment at Xtra Mart Convenience Stores**

May 4, 2010 at 8:03 AM EDT

### **Xtra Mart offers customers 80 locations to access DVDs at \$1/night**

DULUTH, Ga., May 04, 2010 (BUSINESS WIRE) --NCR Corporation (NYSE: NCR) continues the growth of its outdoor BLOCKBUSTER Express(R) kiosk deployments, adding 80 Xtra Mart convenience store locations. Xtra Mart has 150 locations throughout Maine, New Hampshire, Rhode Island, Massachusetts, Connecticut, New York, Pennsylvania and Maryland. Kiosk deployment will begin in May and is expected to finish this summer.

Xtra Mart customers can rent their favorite new or classic movies conveniently and affordably through NCR's BLOCKBUSTER Express-branded kiosks, which offer standard DVDs for only \$1 a night with no membership required. Customers simply use their credit card at the machine and are charged \$1 per night until they return the DVD to any BLOCKBUSTER Express kiosk - not just the kiosk where they rented the DVD. The kiosks will be stationed outside Xtra Mart locations, allowing customers to rent a movie any time day or night, making the DVD kiosks even more convenient for consumers.

"Xtra Mart is constantly striving to provide premium services and products to our customers. Installing DVD kiosks outside our stores accomplishes just that," said Robert Sanft, category manager at Xtra Mart. "We knew that we wanted to partner with a company that was as dedicated as Xtra Mart to providing customers with fast and reliable access to products and services."

NCR's outdoor kiosk is the most secure and highest-capacity weather-protected DVD-rental kiosk in the industry. With capacity for more than 900 DVDs each, the kiosks can provide consumers the widest, most popular selection of new and classic DVDs available. For a full list of titles available at BLOCKBUSTER Express kiosks, visit [www.blockbusterexpress.com](http://www.blockbusterexpress.com), where consumers can also rent a title online for pickup at their chosen kiosk.

"By partnering with NCR, Xtra Mart is providing its customers with a total shopping experience, including fuel, food and entertainment at convenient locations with flexible hours," said Alex Camara, vice president and general manager, NCR Entertainment. "Our DVD-rental kiosk deployments are continuing to grow as more retail partners decide to incorporate entertainment options into the everyday shopping benefits they offer customers."

For more information about Xtra Mart, visit [www.xtramart.com](http://www.xtramart.com)

### **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](http://www.ncr.com)) is headquartered in Duluth, Georgia.

NCR is a trademark of NCR Corporation in the United States and other countries. BLOCKBUSTER Express is a trademark of the BB 2009 Trust and is licensed to NCR.

SOURCE: NCR Corporation

NCR Corporation  
Jeff Dudash, 919-435-6976  
[jeff.dudash@ncr.com](mailto:jeff.dudash@ncr.com)