



## **NCR Reaffirms Its Marketing and Licensing Alliance for BLOCKBUSTER Express DVD Kiosks**

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### **NCR Continues to Grow Its DVD kiosk Business Thanks to Positive Customer Response**

DULUTH, Ga., Sep 23, 2010 (BUSINESS WIRE) --

[NCR Corporation](#) (NYSE: NCR) today reaffirmed its marketing and licensing alliance with Blockbuster, Inc., for the BLOCKBUSTER Express(R) movie rental kiosk brand and welcomed Blockbuster's refinancing strategy.

NCR owns and operates nearly 7,000 kiosks throughout the U.S. under the BLOCKBUSTER Express brand, and is rapidly growing its automated retail network via kiosk locations in strong national and regional retail partners. NCR uses its own capital to develop solutions, manage and operate its kiosks and source its own movies. NCR licenses the BLOCKBUSTER Express brand, which is owned by the BB 2009 Trust.

"BLOCKBUSTER has been the pre-eminent brand in the entertainment business for more than 20 years and that brand is a tremendous asset that continues to resonate with consumers as a great movie experience," said Justin Hotard, vice president and general manager, NCR Entertainment. "Our relationship with Blockbuster continues and we welcome their 'business as usual' approach in creating demand for convenient access to entertainment. NCR continues to offer greater value, choice and convenience for consumers through thousands of BLOCKBUSTER Express kiosks, making every night a movie night."

#### **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 registered trademark of the BB 2009 Trust and is licensed to NCR.

SOURCE: NCR Corporation

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