NCR Teams Up with Modell's Sporting Goods to Deliver Exceptional Shopping Experiences

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NCR Helps Sporting Goods Retailer Reinvent Chain-Wide Customer Experience, Making Checkout Faster, Easier

DULUTH, Ga.--(BUSINESS WIRE)--Feb. 27, 2013-- NCR Corporation (NYSE:NCR) announced today that it will provide retail technology and services to the 154-store Modell's Sporting Goods chain. Modell's will deploy 1,000 of the industry-leading NCR RealPOS 82XRT   point-of-sale (POS) terminals. NCR will also provide Modell's with services and support over a multi-year period. This marks NCR's first engagement with Modell's.

NCR was selected to support Modell's chain-wide strategy to enhance customer service and loyalty by offering a faster check-out experience along with content and offers at the point of sale.

The RealPOS terminals support high definition video and graphics on customer-facing displays, increasing the effectiveness of all loyalty program promotions and offers. Additionally, the system's advanced architecture ensures transaction processing is fast, allowing shoppers to be checked out quickly.

NCR's services offerings help ensure that by maximizing system up-times across the chain, Modell's environment is optimized for the experience their customers expect.

"As Modell's works to evolve our stores, we needed a technology partner with comprehensive solutions that could meet our and our shoppers' omni-channel retailing needs today and tomorrow," said Modell's CEO   Mitchell Modell. "NCR is a leader in retail innovation and we believe we now have a technology foundation that will help us provide the ultimate in customer satisfaction and shopper experiences."

Modell's will deploy the RealPOS terminals starting in the second quarter of this year.

"NCR is excited about this engagement with Modell's and we look forward to helping Modell's make everyday easier for their customers by delivering fast, convenient shopping experiences in their stores," said NCR Retail Vice President and General Manager of General Merchandise Adam Blake. "Our innovative technology and services are all designed to help retailers better serve their customers to maximize customer satisfaction, sales and profits."

About Modell's Sporting Goods

Founded in 1889 by Morris A. Modell, the first Modell's store was located on Cortlandt Street in lower Manhattan, NYC. Four generations of the Modell family have developed the family business into a chain of over 150 stores throughout the Northeast. Modell's Sporting Goods represents a tradition of shopping with one of the most trusted names in the business. Modell's stands for selection, quality, value and superior customer service - all backed by dedicated Associates who are willing to go that extra step to guarantee complete customer satisfaction.

This level of commitment to excellence has been the cornerstone by which Modell's Sporting Goods was founded and has grown. Modells.com delivers to you the convenience of online shopping, combined with the reputation, support and tradition of over 120 years of retail experience.

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, hospitality, gaming, public sector, telecom carrier and equipment organizations in more than 100 countries. NCR (www.ncr.com) is headquartered in Duluth, Georgia. NCR is a trademark of NCR Corporation in the United States and other countries.

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