



NCR and Krispy Kreme® Digitize the Salvation Army's Red Kettle Christmas Campaign via Mobile App

December 2, 2015 at 8:00 AM EST

Companies donate \$50,000 to Salvation Army to launch the virtual Red Kettle Campaign and facilitate more opportunities to donate this season

DULUTH, Ga.--(BUSINESS WIRE)--Dec. 2, 2015-- Krispy Kreme Doughnuts, Inc. (NYSE: KKD) and [NCR Corporation](#) (NYSE: NCR), the global leader in consumer transaction technologies, through [the NCR Foundation](#), today announced a donation of \$50,000 to The Salvation Army. Additionally, to celebrate the recent nationwide launch of their new mobile app, Krispy Kreme is opening up their app during this holiday season to invite guests to donate directly to The Salvation Army.

Earlier this year, Krispy Kreme worked with NCR to build and deploy the Krispy Kreme Rewards mobile app. Unlike other apps in their space, the NCR platform enables Krispy Kreme to uniquely connect their guests with special invitations and messages based on their location and rewards membership. During the holidays, Krispy Kreme is able to augment this experience with an additional invitation to share in the Joy of Giving with a donation to The Salvation Army.

"Partners such as the NCR Foundation and Krispy Kreme are vital to the success of our mission," said Major Todd Hawks with The Salvation Army. "The iconic red kettles will always remain part of our annual fundraising effort. But as we move toward a cashless society, we have to have methods and ways for people to be able to give. We are truly grateful for the innovation and the generosity from both NCR and Krispy Kreme."

"We truly believe and live our mission 'to touch and enhance lives through the joy that is Krispy Kreme.' Part of that joy is an opportunity to give and support others in need this Holiday season," said Tony Thompson, CEO of Krispy Kreme. "Many retailers open their doors to The Salvation Army this time of year. We're honored to open our Krispy Kreme Rewards app to them as well."

The app has been rolling out across the United States over the past few months and should be available in all U.S. markets by the end of the year. NCR, Krispy Kreme and The Salvation Army will celebrate the launch of the app at a December 2 special event, hosted at the Krispy Kreme retail location on Ponce De Leon Avenue in Atlanta.

"Omni-channel consumer engagement creates additional opportunities for restaurant operators to connect with their guests in a more personalized way," said Paul Langenbahn, President of NCR Hospitality. "We are honored to partner with The Salvation Army's Red Kettle so they can continue year-round efforts at helping those who would otherwise be forgotten."

Fans can download the Krispy Kreme Rewards App free from the app store at www.itunes.com/appstore or Google Play. New features will quickly be added to the rewards app, including the ability to share the Krispy Kreme joy with other members by gifting points.

About Krispy Kreme

Krispy Kreme is a global retailer of premium-quality sweet treats, including its signature Original Glazed® doughnut. Headquartered in Winston-Salem, N.C., the company has offered the highest-quality doughnuts and great-tasting coffee since it was founded in 1937. Krispy Kreme is proud of its Fundraising program, which for decades has helped organizations raise millions of dollars in needed funds. Krispy Kreme has more than 1,000 retail shops in 24 countries. Krispy Kreme is listed on the New York Stock Exchange (NYSE: KKD). For more information about Krispy Kreme visit www.KrispyKreme.com. Also visit us on Facebook at www.Facebook.com/KrispyKreme, on Twitter at www.Twitter.com/KrispyKreme, and on Instagram at www.Instagram.com/KrispyKreme.

About NCR Corporation

NCR Corporation (NYSE: NCR) is the global leader in consumer transaction technologies, turning everyday interactions with businesses into exceptional experiences. With its software, hardware, and portfolio of services, NCR enables nearly 550 million transactions daily across retail, financial, travel, hospitality, telecom and technology, and small business. NCR solutions run the everyday transactions that make your life easier.

NCR is headquartered in Duluth, Georgia with approximately 29,000 employees and does business in 180 countries. NCR is a trademark of NCR Corporation in the United States and other countries. The company encourages investors to visit its web site which is updated regularly with financial and other important information about NCR.

Website: www.ncr.com

Twitter: @NCRCorporation

Facebook: www.facebook.com/ncrcorp

LinkedIn: www.linkedin.com/company/ncr-corporation

YouTube: www.youtube.com/user/ncrcorporation

About the NCR Foundation

The NCR Foundation was established in 1953 to help support community needs consistent with its mission. As NCR Corporation continues to evolve

to help companies around the world better connect, interact and transact with their customers, the NCR Foundation has evolved its grant strategy consistent with its focus on helping people help themselves. The NCR Foundation's mission remains the same: to support NCR's interest in building stronger communities by making grants to nonprofit partners that are aligned with the corporation's self-service philosophy.

View source version on businesswire.com: <http://www.businesswire.com/news/home/20151202005353/en/>

Source: NCR Corporation

Arketi Group for NCR
Jackie Parker, 404-929-0091, ext. 220
jparker@arketi.com

or
NCR Corporation
Tim Henschel, 770-299-5100
tim.henschel@ncr.com

or
Krispy Kreme
Darryl Carr, 336-726-8996
dcarr@krispykreme.com

or
Salvation Army
Tamara McNeil, 404-486-2912
Tamara.McNeil@uss.salvationarmy.org