



NCR Systemedia Division to Introduce New Line of Disney-Branded Computer Consumables Products

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DAYTON, Ohio, Feb 8, 2002 /PRNewswire via COMTEX/ -- NCR Corporation (NYSE: NCR) Systemedia division will debut a new line of Disney-branded computer consumables products in April 2002.

Featuring beloved Disney characters, the products cover three targeted categories -- Printer Creations, Sticker Creations and Mailing Creations - comprised of specialty media products, labels and stickers.

"Our new products will inject fun, interactivity and Disney Magic into the computer consumables category," said NCR Systemedia Vice President of Sales and Marketing Chris Dunn.

Printer Creations will consist of ink jet magnet sheets, die-cut high- grade photo papers, dark and white T-shirt transfers and a printable mouse pad kit. Sticker Creations will feature ink jet-printable glossy, holographic and glow-in-the-dark stickers, as well as easy-to-use ink jet-printable temporary body tattoos. Both of these categories are designed primarily for children ages 6 to 12 years who use personal computers in their homes.

Mailing Creations, the third product category, features products for home and office use such as address/return address labels, greeting cards, invitation/note cards and all occasion picture cards.

Offering a tremendous value at a suggested retail price of \$9.99, the products will be rolled out to consumers in mass-market retail channels, and will be presented in both open stock and in various off-the-shelf, point-of- purchase displays.

"While each product group has a primary target market, we anticipate that the Disney-branded products will transcend market groups due to the strong appeal of the characters and the strength of the brand," said Dunn.

In addition to the unique, high-quality product features such as special die-cuts and high-grade product specifications, every item includes a free Disney Print Creations CD that offers a variety of characters from Disney's "The Little Mermaid" and Disney/Pixar's "Toy Story," as well as Mickey Mouse and friends. The CD is programmed with NCR product templates and projects that marry the characters and backgrounds.

"Consumers will love the play appeal and ability to customize projects on their own PC," said Dunn. "Retailers will really appreciate the "virtual assortment" feature that the Disney Print Creations CD offers."

Barry Morin, director of hardlines for Disney Consumer Products added, "NCR Systemedia is known for their long-standing reputation for quality and technological innovation in the computer consumables category, and we are pleased to be working with them to develop fun."

About NCR Corporation

NCR Corporation (NYSE: NCR) is a leader in providing Relationship Technology(TM) solutions to customers worldwide. NCR's Relationship Technology solutions include the Teradata(R) database and analytical applications such as customer relationship management (CRM) and demand chain management, store automation systems and automated teller machines (ATMs). The company's business solutions are built on the foundation of its long- established industry knowledge and consulting expertise, value-adding software, global customer support services, a complete line of consumable and media products, and leading edge hardware technology. NCR employs 31,400 in more than 100 countries, and is a component stock of the Standard & Poor's 500 Index. More information about NCR and its solutions may be found at www.ncr.com .

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