



## **Al-Othaim Is First Retailer in Middle East to Install NCR Electronic Shelf Label Solution**

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RIYADH, Saudi Arabia, May 17, 2002 (BUSINESS WIRE) --

### ***NCR reseller RBS wins NCR RealPrice(TM) order from leading Saudi Arabian supermarket***

NCR Corporation (NYSE:NCR) today announced the first sale and installation of NCR RealPrice electronic shelf labels (ESLs) in the Middle East.

Retail Business Solutions (RBS), NCR's authorized reseller in Saudi Arabia, installed the ESLs at an Al-Othaim Supermarket in the Rawdah district of Riyadh. Al-Othaim said it anticipates rolling out NCR RealPrice to all of its 30 stores, with approximately 20,000 labels per store, following a successful evaluation of the technology.

ESLs are digital tags that can be attached to shelves or other store fixtures, where they display pricing and other information in large, clear characters. The wireless NCR RealPrice ESL solution is linked to the same computer file used by the store's point-of-sale system, so shoppers are assured that when their purchases are scanned at checkout, the price will match the price in the aisle.

Already one of Saudi Arabia's largest retailers, Al-Othaim plans to expand to 50 stores by the end of 2003. Recognized as the NCR Center of Excellence for the Middle East, Al-Othaim gets early access to the latest NCR solutions.

"At Al-Othaim, we're always looking at how new technology will enhance and improve our customer service," said Al-Othaim Computer Department Director Abdullah A. Mazi.

Headquartered in Riyadh, RBS markets and installs leading edge technology solutions to retailers throughout Saudi Arabia. The relationship between RBS and NCR began in 1994, and RBS recently became the first NCR authorized reseller in the Middle East certified to offer the NCR RealPrice solution.

"This decision by Al-Othaim further underscores the fact that retailers in all parts of the world are recognizing the value of ESL technology," said Pete Bartolotta, vice president and general manager, NCR RealPrice. "We also applaud our partner, RBS, on adding NCR RealPrice to the portfolio of NCR technology solutions they sell, install and service in Saudi Arabia."

Because the NCR RealPrice solution is completely wireless from ceiling to shelf, it is easy to install, and store layout changes and resets can be made with minimal disruption to operations. Price changes can be implemented with a few computer keystrokes, enabling stores to effectively implement price optimization programs while saving the time and the expense of replacing paper labels. In addition, NCR's labels can display promotional information for customers or product inventory information for store employees.

The first company to offer a wireless system, NCR is a global leader in ESL technology, with nearly 1.5 million tags installed or on order at more than 160 sites in 11 countries.

#### About NCR Corporation

NCR Corporation (NYSE:NCR) is a leader in providing Relationship Technology(TM) solutions to customers worldwide in the retail, financial, communications, manufacturing, travel and transportation, and insurance markets. NCR's Relationship Technology solutions include privacy-enabled Teradata(R) warehouses and customer relationship management (CRM) applications, store automation 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 30,300 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](http://www.ncr.com).

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