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NEWS RELEASE

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## **NCR to deploy BLOCKBUSTER Express DVD-rental kiosks in JiffyMart**

**Jiffy Mart Convenience-Store chain is first to bring BLOCKBUSTER Express to Maryland**

DULUTH, Ga. – [NCR Corporation](#) (NYSE: NCR) will install its BLOCKBUSTER Express-branded DVD-rental kiosks in Jiffy Mart convenience stores – the first locations to offer BLOCKBUSTER Express in the state of Maryland.

Blockbuster Express is a new self-service DVD rental experience, offering consumers the widest selection of new release and classic DVDs through conveniently located kiosks. Blockbuster Express kiosks hold more than 900 DVDs, giving Jiffy Mart customers a great choice of new releases and classic titles.

No membership is required to rent a DVD from Blockbuster Express – customers simply swipe their credit card and are charged \$1 per night until they return the DVD. DVDs can be returned at any Blockbuster Express kiosk – not just the kiosk where they normally rent.

“By partnering with NCR, Jiffy Mart will provide its customers with a premium movie rental experience under the most recognizable entertainment brand in the U.S.,” said Alex Camara, vice president and general manager, NCR Entertainment. “We are pleased to work with Jiffy Mart to bring the widest variety of movie titles available in a kiosk to the state of Maryland.”

Jiffy Mart is exclusive to Carroll County and plans to remain so. The friendly, family-oriented feeling customers experience in every Jiffy Mart is what sets the stores apart from the large, corporate convenience store chains. Jiffy Mart has come to be known as Carroll County's "Hometown Convenience Store", and is pleased to partner with NCR to bring the Blockbuster brand into their stores. “Movie rental is just one more convenience we can offer our customers”, said Tom Moser, Jiffy Mart General Manager.

<sup>1</sup> TowerGroup research report, 2008 \*\* Harris Interactive, 2009 Research Study

NCR expects to invest as much as \$60 million in 2009 to build out its DVD-rental kiosk operations. The company expects to deploy more than 2,500 kiosks in 2009 for a total of 10,000 kiosks by mid-year 2010.

#### 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.

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