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into Relationships

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NEWS RELEASE

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Angeli Foods Company Deploys NCR Point-of-Sale Solution

*Midwest food retailer one of first independents to install, reap benefits
of NCR Advanced Checkout Solution*

ATLANTA – Angeli Foods Company, an independent grocery chain of three stores in Wisconsin and Michigan, is deploying a new store automation solution from NCR Corporation (NYSE: NCR). Installation of NCR Advanced Checkout Solution (ACS) began in May, 2005, and is expected to conclude by January, 2006.

Delivered and installed by NCR RealPartner North Country Business Products, the solution includes ACS, NCR's premier food solution now packaged for the independent marketplace, back-office software from BRdata, NCR RealPOS terminals and printers, NCR RealScan bar-code scanners, and NCR DynaKey™ operator interface.

One of the first independent retailers to deploy ACS with BRdata, Angeli's is pleased with the results thus far. "This solution is new to the independent environment and we knew we were cutting a lot of new ground," said Angeli's Director of Marketing Rod Stende. "North Country Business Products, NCR and BRdata worked really well together to accommodate our needs and ensure the solution worked properly, both from a technical standpoint in terms of seamlessly transferring data, and a support standpoint in their commitment to our satisfaction."

With the system up and running for three months, Angeli's has seen checkout improvements from both the cashier and customer perspectives. "It's cashier friendly," Stende

said. “The keyboard, monitor and flatscreen have livened up the front end by making it easier for customers to read promotional items and cashiers to operate the system.”

Promotion and pricing flexibility was a key selection factor for Angeli’s, which offers tiered pricing to its frequent shoppers. For example, shoppers may pay a lower price if they purchase three of the same item. ACS allows Angeli’s to ring up that special price for any quantity over three – a feature not feasible with their previous POS system.

“The flexibility of the system enables us to easily implement promotions in pretty short order,” Stende said.

Being flexible to grow with the business over time was equally important in Angeli’s decision to implement ACS. “In the future we want a system that is nimble enough to accommodate fuel and other systems as appropriate.”

About BRdata

BRdata is a nationwide leading application developer of in-store, host support, inventory, frequent shopper, and scale management applications for retailers. Founded in 1979, the company is committed to developing and delivering reliable, leading-edge software applications to the retail industry while providing exceptional customer service and support. BRdata is committed to serving the independent grocery market with more than 600 customers and 1,800 installations worldwide. For more information visit: www.brdata.com

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About NCR Corporation

NCR Corporation (NYSE: NCR) is a leading global technology company helping businesses build stronger relationships with their customers. NCR’s ATMs, retail systems, Teradata® data warehouses and IT services provide Relationship Technology™ solutions that maximize the value of customer interactions and help organizations create a stronger competitive position. NCR (www.ncr.com) is based in Dayton, Ohio.

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