



North America's Largest 7-Eleven Licensee Turns to NCR and Retailx for POS Solution

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ALON USA Installs NCR RealPOS(TM) Terminals and
RealScan(TM) Bar-Code Scanners with Retailx StorePoint Software

NCR Corporation (NYSE:NCR) and Retailx Ltd. (Nasdaq:RTLX) today announced that ALON USA is installing point-of-sale (POS) systems featuring NCR technology running Retailx software solutions. The systems are being deployed at all of ALON's 7-Eleven locations, operated by the company's Southwest Convenience Stores retail marketing division.

With 168 stores in West Texas and New Mexico, ALON is the largest 7-Eleven licensee in North America.

ALON selected NCR RealPOS(TM) 70 workstations, NCR RealScan(TM) 92 bar-code scanners and NCR high-speed thermal receipt printers. ALON and NCR have also signed a three-year store technology maintenance contract.

ALON's POS initiative includes StorePoint software from Retailx, a Gold level member of the NCR RealPartner program. The Retailx StorePoint suite of software includes integrated Point of Sale, Back Office, Fuel and Home Office/PriceBook management.

"The high transaction volume in our stores calls for durable, easy-to-service POS technology designed for maximum availability," said ALON Director of Marketing Technologies Avsha Klachuk. "We found that NCR's products exceeded our criteria, which included lifecycle and total-cost-of-ownership considerations. Further, with the Retailx StorePoint software solution, we are able to meet our current operating requirements for both store and fuel retailing while working closely with their development team to build new and innovative functionality for the future."

The rollout of the NCR/Retailx solution is past the halfway milestone and is scheduled for completion by March 2005. ALON also plans to make the hardware and software package available as a turnkey solution to more than 1,200 FINA branded fuel outlets that the company supplies through its distributor and direct retail network.

"ALON is committed to offering the best value to its customers, and NCR is committed to helping companies like ALON focus on the activities that are most important to their business success," said Nelson Gomez, vice president of solution sales for NCR. "That's why we focus on engineering rugged, reliable POS solutions that are easy to install and maintain, provide speedier customer service at the checkout and improve operational efficiency."

"We are very pleased to provide solutions which support ALON's vision, and to deliver value-added retail technologies that allow them to compete at the highest level possible," said Barry Shaked, president and chief executive officer of Retailx Ltd. "Our StorePoint solution enables ALON to provide creative merchandising and product sales, as well as create maximum efficiencies throughout its supply chain. We are positive ALON will continue to derive great benefits from our solutions for its future growth."

About ALON USA

ALON USA, a fully integrated refining and marketing enterprise operating in the Southwest, is a subsidiary of ALON Israel Oil Co. Ltd. ALON Israel purchased ATOFINA Petrochemicals Inc.'s downstream business, including its domestic fuels marketing business, pipelines, terminals and Big Spring, Texas, refinery. Headquartered in Dallas, ALON USA controls the marketing rights to FINA gasoline throughout the Southwest. For more information about the company, visit its Web site, www.alonusa.com.

About Retailx Ltd.

Retailx Ltd., with North American headquarters in Dallas, provides integrated enterprise-wide software solutions for the global food and fuel retail industries, including supermarkets, convenience stores, fuel stations and restaurants. The company offers a full suite of software applications that support a food retailer's essential retailing operations and enable retailers to increase their operating efficiencies while improving customer acquisition, retention and profitability. With installations in more than 33,000 stores and across 44 countries, the company markets its software solutions through direct sales, distributors, local dealers and its various subsidiaries. For further information, please visit the company's Web site at www.retailx.com.

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(R) data warehouses and IT services provide Relationship Technology(TM) solutions that maximize the value of customer interactions and help organizations create a stronger competitive position. Based in Dayton, Ohio, NCR (www.ncr.com) employs approximately 28,900 people worldwide.

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