



NCR Appoints Justin Hotard Head of NCR Entertainment

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DULUTH, Ga., Jul 27, 2010 (BUSINESS WIRE) --

[NCR Corporation](#) (NYSE: NCR) today announced Justin Hotard as vice president and general manager of NCR Entertainment replacing Alex Camara, who has left the company to pursue other opportunities.

Hotard has been actively engaged in NCR's Entertainment business since its inception. He was part of the business development team that was instrumental in creating and extending the NCR Entertainment line of business, leading the acquisitions and integration of key companies including Touch Automation, Ambient, TNR, and DVDPlay. Hotard also oversaw NCR's investment in MOD Systems and development of NCR Entertainment's digital strategy. He then went on to serve as the first general manager of NCR Entertainment from December 2008 through June 2009, where he led the efforts to develop the technology platform, solutions roadmap and deployment and support operations. Following that, he served as head of product and solutions management as well as other strategy and operating roles within NCR Entertainment until January 2010 where he transitioned to his most recent assignment in the corporate office as vice president and head of business development.

"Through his many pivotal roles within NCR and our Entertainment line of business, Justin has amassed a great deal of relevant experience while establishing comprehensive relationships within the company and the industry, making him ideally suited to lead our Entertainment business now and into the future," said John Bruno, executive vice president of NCR. "Our Entertainment team is executing well and focused on continuing that strong execution in our core business through our expanding base of retail partners, while leading the industry through the addition of digital download capabilities in the automated retail segment of the market. Justin's track record of success and respect within NCR and our partner community gives me a great deal of excitement and confidence in the future of our Entertainment business. I also want to thank Alex for his contributions to our business, and we wish him well in his future endeavors."

NCR has 6,500 DVD kiosks, primarily under the BLOCKBUSTER Express(R) brand, deployed throughout the U.S. and continues to expand its geographic reach through new retail partnerships. With the industry's largest kiosk capacity, integrated digital signage, and remote upgradability, NCR Entertainment leads the automated retail industry in innovation and capabilities. In addition, customers can rent DVDs online at blockbusterepress.com, so they can quickly pick up their DVD at their preferred kiosk location without spending time browsing at the kiosk.

"NCR has developed a strong and broad Entertainment business, building on a base of technology leadership that broadens consumers' access to entertainment," said Justin Hotard. "I look forward to rejoining my former team and working with NCR's partners and customers across the entertainment and retail industries at this exciting time. We've invested strongly in the Entertainment business as it has a tremendous potential to transform NCR and contribute to our growth. I am excited to have the opportunity to lead this team toward the realization of that potential."

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) is headquartered in Duluth, Georgia.

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