

# NCR VOYIX

## NCR Small Business to Sponsor 2015 Atlanta Street Food Festival

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*Food Trucks Outfitted with NCR Silver™ Mobile POS and Concierge Service*

DULUTH, Ga.--(BUSINESS WIRE)--Jul. 6, 2015-- NCR Small Business will serve as the title sponsor for the Atlanta Street Food Festival — the largest gathering of food trucks in the Southeast. More than 50 food trucks are expected to be showcasing their fare at the Festival at Piedmont Park from noon to 10:00 p.m. on July 11.

In addition to equipping some food truck exhibitors with NCR Silver-outfitted iPads®, card readers and printers for the day, the NCR Small Business team is showing its support for those food truck operators with hourly deliveries of refreshments and supplies.

The Atlanta Street Food Festival will be the debut for the NCR Silver Concierge service, which represents a new 24/7 consultative support service designed to help small business owners operate their businesses more efficiently. NCR Silver's Concierge team will be at the event providing on-site assistance.

"Estimated as a \$15 million piece of Atlanta's restaurant landscape, food trucks are also one of the fastest-growing segments for NCR Silver," said Chris Poelma, president and general manager of NCR Small Business. "Sponsoring the Atlanta Street Food Festival provides our team with the perfect opportunity to give back to our talented and hardworking customers as well as other entrepreneurs who are growing their businesses within the community."

In an effort to drive business to existing customers who are participating at the festival, the NCR Small Business team will be handing out vouchers to festival-goers, encouraging them to try vendors using NCR Silver. In addition, NCR Silver will provide a festival-themed "green screen" photo booth service to event-goers.

The event will also include live musical entertainment and 30 local merchants and artisans. A portion of the event proceeds will support The Giving Kitchen, a nonprofit that provides crisis grants for members of the Atlanta restaurant community during times of unexpected hardship.

### About NCR Corporation

NCR Corporation (NYSE: NCR) is the global leader in consumer transaction technologies, turning everyday interactions with businesses into exceptional experiences. With its software, hardware, and portfolio of services, NCR enables more than 550 million transactions daily across retail, financial, travel, hospitality, telecom and technology, and small business. NCR solutions run the everyday transactions that make your life easier.

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