



NEWS RELEASE

January 10, 2011

BevMo! Announces "ItsMo!" Technology Initiatives

NRF/ARTS + cloud architecture designed to support accelerated growth

CONCORD, California – Beverages & More Inc. (BevMo!), a leading specialty retailer of alcoholic beverages and related products, operating 109 stores in the Western United States, has selected technology solutions from several firms, including, NCR Corporation (NYSE: NCR), Retail Anywhere, Trevarian (formerly afterBOT), Verifone (NYSE: PAY) and Anametrix.

BevMo's next-generation technology initiative known as "ITsMo!" is based around NRF/ARTS (Association for Retail Technology Standards) standards coupled with cloud computing and high-performance technology and service providers. The ITsMo! plan allows for rapid design, adoption and deployment of new technologies. BevMo! is implementing these initiatives in order to enhance the customer experience while providing management a 360 degree view of operations anywhere, anytime. The plan defines a framework for rapid delivery of solutions to meet BevMo!'s current and future needs.

ITsMo! leverages NRF/ARTS standards, cloud computing and best practices in order to lower integration and implementation costs while significantly shortening the time it takes to deploy various initiatives.

Next-Generation Point of Sale

BevMo! will use a combination of hardware, software and services from NCR Corporation to enhance point-of-sale (POS) operations. New software includes the NCR Advanced Checkout Solution, which provides ARTS-compliant POSLog transaction data, advanced marketing support and enables a more productive checkout and back office experience. The NCR RealPOS™ 80 XRT POS controllers and workstations, including biometric cashier security, a touch enabled DynaKey™ cashier display, and bi-optic scanners streamline front-end operations and speed checkout operations. NCR's 2ST™ (two sided thermal) printers provide the ability to print promotions on customer receipts. NCR's professional services organization is providing consulting and integration services, hardware and software

maintenance for new solutions as well as hardware maintenance for the legacy POS platforms.

NCR's Advanced Checkout POS platform is currently installed in 3 BevMo! stores as a pilot program in the San Francisco bay area with an additional 17 stores coming on-line shortly.

ARTS-Compliant Data Warehouse

The company's new POS platform (publishing transactional data via NRF/ARTS POSlog / XML-standards) plus the current legacy POS system are delivering transactional data in near real time to an ARTS-compliant Enterprise Data Warehouse provided by Retail Anywhere. The Retail Anywhere EDW provides near real-time store and enterprise level data via a cloud computing environment utilizing Amazon's EC2 Cloud Services. BevMo! team members have access to actionable data anywhere, anytime via various computing platforms including desktop workstations, mobile workstations, iPhone 4's as well as iPads. Retail Anywhere is also providing transaction data to various other cloud-based solutions including Trevarian and Anamatrix InstaVista.

Digital Portal

BevMo! has deployed TransAccess[®], an ARTS-compliant digital receipt/portal application. Consuming real-time data via the Retail Anywhere data warehouse, TransAccess[®] generates XML digital alerts and digital receipts accessible today by BevMo! associates and in the future by ClubBev! customers as well as BevMo! vendor partners. Linking the ClubBev! sales detail with various CRM platforms and vendor partners will maximize consumer satisfaction and improve in-stock positions. Real-time alerts and messaging is utilized to inform BevMo! team members of high value consumer transactions, providing greater visibility of BevMo!'s most valued customers allowing the team to deliver an exceptional level of customer service.

Next-Generation Analytics

Continually processing real-time data via the Retail Anywhere data warehouse, Anamatrix provides powerful analytic dashboards via the cloud-based Anamatrix InstaVista platform. This platform will enable BevMo! to use data to drive timely and quality decision-making. InstaVista is an ARTS-compliant solution that can correlate vast amounts of online and offline data, including point of sale (POS), web analytics, social media, search engine

marketing (SEM), video & audio, e-mail campaigns, market research surveys, and customer relationship management (CRM).

Powerful Marketing Engine

The NCR Advanced Marketing Solution, operating within Rackspace's managed and public cloud computing environments, supports customer/client lookup and offer delivery for BevMo!'s ClubBev! CRM program. This solution features a variety of advanced 1to1 and global promotional programs, enabling BevMo! to deliver more relevant and personalized offers to customers.

Secure Payment Technology

To ensure the highest possible protection of customers' payment card data and reduce the company's PCI compliance costs, BevMo! has implemented the VeriShield Protect solution from VeriFone Systems, Inc., who also supplies the MX 860 card acceptance devices currently in use at all BevMo! locations.

"The VeriFone VeriShield strategy gave us the freedom to re-allocate our capital spending for a next-generation NCR POS platform versus a compliance-oriented, and expensive upgrade -- a positive for BevMo!," said Dan Carter BevMo! Chief Financial Officer. "In a nutshell, we were able to un-hook our POS roadmap decision from a PCI requirement-driven agenda and invest our capital on the right POS solution, on our own timeline. Quite a success achieved over a very short period of time!"

ITsMo!

"Leveraging ARTS-compliant solutions is the cornerstone of our ITsMo! Plan as we address various business requirements including point-of-sale (POS), CRM, an enterprise data warehouse, analytics and payment processing needs," commented Bob Graham, Vice President / CIO Information Technology, BevMo!. "By taking the ARTS approach we have significantly reduced the complexity of delivering solutions to our user community. Having executed several components of the ITsMo! plan over the last six months we have positioned BevMo! for future growth as we continue to excite and delight our customers."

See it at Retail's BIG Show

BevMo!'s NRF/ARTS-based solutions will be on display at the National Retail Federation's 100th BIG Show in New York, January 10-11, 2010 in the ARTS Pavilion (booth #1951), Retail Anywhere (booth #2553), VeriFone (booth #659) and the NCR Corporation booth (booth #1903).

About Beverages & More Inc.

Beverages & More, Inc. (BevMo!) is a leading specialty retailer of alcoholic beverages and related products in the Western United States and among the largest in the country. We began operating in 1994 with six stores in California that featured a wide selection of products at attractive prices with a focus on exceptional customer service. Our stores provide a friendly, well-lit and unique environment offering a "one-stop" shopping experience for our customers' entertainment needs. As of December 31, 2010, we operated 109 stores in California and Arizona. www.bevmo.com

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.

About Retail Anywhere

Retail Anywhere delivers integrated software and services for midsize retailers. Designed to optimize operations, improve profitability and deliver enhanced customer service across all channels, our solution suite includes POS, Merchandising, Inventory Management, Business Intelligence, CRM and Warehouse Management. Retail Anywhere solutions are certified ARTS Data Model Conformant, leverage Microsoft's .NET and SQL technologies and are available in both SaaS and perpetual licensing models. For more information, please visit www.retailanywhere.com.

About Trevarian

Trevarian is an innovator in the development of Digital Receipt based business solutions for the extended retail enterprise. Leveraging the NRF ARTS XML schema, TransAccess® extends that standard to provide a "real-time retailing" solution that stores, analyzes and

transforms transaction data into actionable insights. The solution consists of 3 major components; Customer Connect, Enterprise Connect and Supplier Connect each supported by an Alert subsystem designed to deliver meaningful information instantly.

About VeriFone

VeriFone Systems, Inc. (“VeriFone”) (NYSE: PAY) is the global leader in secure electronic payment solutions. VeriFone provides expertise, solutions and services that add value to the point of sale with merchant-operated, consumer-facing and self-service payment systems for the financial, retail, hospitality, petroleum, government and healthcare vertical markets. VeriFone solutions are designed to meet the needs of merchants, processors and acquirers in developed and emerging economies worldwide.

(www.verifone.com)

About Anametrix Inc.

Anametrix, Inc. is a privately funded next-generation business analytics company whose InstaVista™ solution seamlessly correlates online, offline, and multi-channel corporate objectives for quick and precise decision making. A high-performance data management infrastructure handles metrics integration and other compute-intensive functions to offer data visualizations on customizable dashboards. For more information, please visit www.anametrix.com, call (858)558-8230 or email publicrelations@anametrix.com

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ADDITIONAL RESOURCES FOR EDITORS:

What our partners are saying:

NCR Corporation

"Through its partnership with NCR Corporation, Beverages & More has established a powerful foundation for future growth and a way to offer consumers an enhanced shopping experience," said John Saccomanno, industry marketing director, NCR Corporation.

"Delivering an innovative, standards-based IT solutions platform that unifies point-of-sale and customer loyalty applications will help BevMo! meet the needs of today's on-the-go consumer and deliver them personalized, relevant offers— a key benefit of converged retailing."

Retail Anywhere

"As an ARTS conformant solution provider, we are thrilled to be assisting BevMo! with their standards based IT initiatives," said Kirstin Wright, Chief Systems Architect of Retail Anywhere. "Leveraging the ARTS Operational Data Model, our solution delivers reliable and timely data to BevMo! resulting in greater productivity and operational effectiveness as well as potential gains for customer conversion, increased sales and customer satisfaction."

Trevarian

"We excited by our partnership with BevMo!" stated Jim Nadler, Principal, Trevarian Portal LLC. "The standards based approach they have taken has allowed us to quickly deploy a compelling customer focused solution in conjunction with NCR and Retail Anywhere that drives operational efficiencies, increases marketing effectiveness and brings customer service to a new level."

VeriFone

"We're pleased to work with BevMo! and NCR to provide the most secure credit card processing system in the market today, utilizing the VeriShield Protect encryption system," said Jennifer Miles, VeriFone Senior Vice President – Retail, Global Security and Vertical Solutions

Anametrix

"Anametrix is excited to provide BevMo! with a standards-based singular analytical view of all business units," stated Blaise Barrelet, Anametrix CEO. "To sharpen competitive edge,

retailers require a unified and continually updated set of actionable metrics associated with all core business processes. InstaVista supports the entire retail value chain by delivering customizable dashboards which optimize advertising campaign effectiveness, streamline channel management, and enhance consumer experience.”