

# PRICER PRESS RELEASE

from Pricer AB (publ) September 4<sup>th</sup> 2009

In its capacity as issuer, Pricer AB is releasing the information in this press release in accordance with the Swedish Securities Exchange Act (2007:528). The information was distributed to the media for publication at 11:00 hrs CET on Friday September 4<sup>th</sup>, 2009.

## **Cora orders more Pricer ESL systems**

Pricer, the world's leading Electronic Shelf Label company, has won the next ESL implementation phase for Cora hypermarkets. Cora is one of the largest food retailers in France. Pricer will ensure system integration, implementation, and support services.

Following a successful hypermarket ESL pilot with Pricer at Cora Soissons in 2007 and three consecutive hypermarket installations in 2008 in France and Luxemburg, Cora has placed a further order for seven hypermarkets to deploy the Pricer ESL solution using a mix of both segment-based and graphic ESL. These orders take place in the context of a frame agreement signed in 2007, confirming their selection of Pricer as their ESL supplier.

"Pricer is truly pleased that Cora has chosen to extend their ESL implementation," says Charles Jackson, CEO at Pricer. "Now, more than ever, retailers must look to optimize their pricing reactivity, and these needs are ideally answered by our flexible and scalable technology."

Mr. Jackson adds, "The fact that Cora is advancing by steps with their ESL project is truly a testimony of the importance tier 1 retailers give to ESL supplier selection. Cora had spent considerable efforts piloting previously another ESL technology and therefore had developed a strong sense of overall system requirements. This contract clearly confirms our position as the supplier of choice for the majority of French integrated retailers."

"Cora's decision was based on Pricer's communication speed and system bi-directionality, our versatility with new display technologies and overall system scalability," says Philippe Goas, Area Sales Manager Middle Europe at Pricer. "More basically, it came down to choosing the tool which would most effectively support customer service, store operations and store merchandising."

## **About Cora**

Cora is a retail group based in Belgium which owns several supermarket and hypermarket chains internationally. Formed in 1974, the corporation's brands include Match, Profi, Albinuta, Truffaut, Ecomax, Animalis, Sovena and Houra, as well as Cora-branded hypermarkets. Cora counts 59 Hypermarkets with over 550 000 m<sup>2</sup> of floor area in France. [www.cora.fr](http://www.cora.fr)

## **For further information, please contact:**

Charles Jackson, CEO Pricer AB: +46 8 505 582 00

*Pricer provides the retail industry's leading electronic display and Electronic Shelf Label (ESL) platform, solutions, and services for intelligently communicating, managing, and optimizing price and product information on the retail floor. Pricer is the only company today offering a communication platform that supports both segment based ESL and pixel-based ESL. The platform is based on a two-way communication protocol to ensure a complete traceability and effective management of resources. The Pricer system significantly improves consumer benefit and store productivity by simplifying work in the store.*

*Pricer, founded in 1991 in Uppsala, Sweden, offers the most complete and scalable ESL solution. Pricer has close to 4,800 installations in more than 30 countries with approximately 60 percent market share. Customers include many of the world's top retailers and some of the foremost retail chains in Europe, Japan and the USA. Pricer, in co-operation with qualified partners, offers a totally integrated solution together with supplementary products, applications and services.*

*Pricer AB (publ.) is quoted on the Nordic Small Cap list of OMX. For further information, please visit [www.pricer.com](http://www.pricer.com)*

**Pricer AB (publ)**  
**Bergkällavägen 20-22**  
**SE-192 79 Sollentuna**  
**Sweden**

**Website: [www.pricer.com](http://www.pricer.com)**  
**Telephone: +46 8 505 582 00**  
**Corporate Identity number: 556427-7993**