

PRESS RELEASE

from Pricer AB (publ) April 11, 2001

NOTICE

Shareholders in Pricer AB (publ) are hereby invited to attend the Annual General Meeting of Shareholders on Tuesday May 15, 2001, at 5 p.m. at Radisson SAS Hotel Gillet, Dragarbrunnsgatan 23, Uppsala, Sweden.

Notification of Attendance

Shareholders who wish to attend the Annual General Meeting ("AGM") must

both be registered as shareholders in the shareholders' register issued by the Swedish Securities Register Centre (VPC AB) on Friday May 4, 2001,

and notify the Company no later than Thursday May 10, 2001, at 4 p.m. (Swedish time) of their intention to attend the AGM, under the following address: Pricer AB (publ), Kristallen, S-754 51 Uppsala, or by telephone +46 18 188 100, or by fax +46 18 696 056.

The notification should include name, address, telephone number, personal identity or organization number and number of shares held.

To have the right to attend the AGM, shareholders whose shares are held in trust by a bank or a private broker, should, through their trustees, temporarily register their shares in their own name at VPC well before May 4, 2001.

Evidence of the right to attend, such as power of attorney and company registration certificate, should be sent to Pricer before the AGM if necessary.

Agenda

1. Opening of the Annual General Meeting.
2. Election of chairman to preside over the meeting.
3. Preparation and approval of the voting list.
4. Approval of the agenda.
5. Election of at least one or two persons to check the minutes.

6. Decision as to whether the meeting has been properly called.
7. Statement by the President of Pricer AB.
8. Presentation of the Annual Report and the Report of Independent Accountants, and the Consolidated Annual Report and Consolidated Report of Independent Accountants.
9. Vote upon:
 - a) whether to confirm the Income Statement and the Balance Sheet and the Consolidated Income Statement and the Consolidated Balance Sheet,
 - b) the allocation of profits or losses as shown in the confirmed Balance Sheet,
 - c) whether to discharge from liability the members of the Board of Directors and the President.
10. Stipulation of fees for members of the Board of Directors and the Independent Accountants.
11. Election of Board of Directors.
12. Decision on alteration of the Articles of Associations.
13. Decision on a reduction of the share capital
14. Decision on share issue authorisation.
15. Authorization for the President to make formal changes in connection to registration.
16. Closing of the AGM.

Proposal from the Board of Directors (items 12 and 13 above)

The Board proposes that the Articles of Associations be altered to make the Company's share capital amount to not less than 20 MSEK and not more than 80 MSEK. Also, the nominal share value should be 0.10 SEK.

The Board proposes that the Company's share capital be reduced by 214,703,086.50 SEK to 23,855,898.50 SEK for immediate cover of loss according to the confirmed Balance Sheet. The reduction shall be made by reducing the nominal share value from 1 SEK to 0.10 SEK without repayment to the shareholders.

Decision on share issue authorisation (point 14 above)

The Board proposes that the AGM authorises the Board to, at one or more occasions, for the time up till the next AGM, with deviation of shareholders preferential right, issue new B-shares to fulfill the Company's duties in accordance with the agreement made with Telxon Corporation, USA in December 1999. It is proposed that the Board may decide on such new share issues with the stipulation that shares can be subscribed with right of set-off or otherwise with conditions.

Documents to the AGM

It is estimated that the Annual Report and the Report of Independent Accountants for the fiscal year 2000 will be distributed in week 16, 2001, to shareholders holding more than 5,000 shares. These documents will also be available at the Company's office as of April 30, 2001. The Board's full proposal for decision regarding items 12 - 14 above will be available at the Company for at least one week prior to the AGM. The documents are sent to shareholders on request (stating their postal address in conjunction with such a request).

Dividend

The Board proposes that no dividend be paid for the fiscal year 2000.

Uppsala in April 2001

Pricer AB (publ)
The Board of Directors

For further information, please contact:

Britt Sandberg, President and CEO, Pricer AB +46 18 188 100

Pricer AB (publ) was founded in 1991 in the city of Uppsala, Sweden and has built a leading position on the world market for electronic display- and information systems to the retail industry. Pricer offers electronic information systems with the purpose to considerably improve the customer benefit and improve the profitability of the retail market. Through the competent partners that Pricers cooperates with, the customer is offered a totally integrated solution together with the complementary products, applications and services offered by our partners. The share of Pricer is listed on the Attract40-list of OM Stockholm Stock Exchange. For further information please visit Pricer's website at www.pricer.se . It is also possible to register and automatically receive press releases via e-mail.