

PRESS RELEASE

from Pricer AB (publ) July 4, 2001

NEW PRESIDENT STARTS AUGUST 20

Mr. Forssjö will take up the position as President August 20, 2001.

Mr Forssjö is presently Senior Vice President, Electrolux Home Products, with global responsibility for a number of large accounts. He has also held the positions as Executive Vice President of the direct sales organization and as President of the Electrolux Group's subsidiary in Hong Kong. Prior to this Mr Forssjö has held positions within Johnson & Johnson Co. in the United States and Asia.

For further information, please contact:

Göran Lindén, Chairman of the Board, +46 18 188 100 or Jan Forssjö, new President, +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 O-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.*