

PRESS RELEASE

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“LETTER OF INTENT” BETWEEN METRO AND PRICER

Pricer has signed a “Letter of Intent” with the German retail group Metro, since earlier a large customer to Pricer. The “Letter of Intent” means that it is Metro’s intention to install Pricer’s ESL system in all planned Metro Cash & Carry stores as well as in the new Junior stores in Germany. The installations could begin during the first quarter 2002.

“The “Letter of Intent” that we now have reached with Metro is a satisfying confirmation of the confidence our largest customer has in our ESL solutions, which confirm our belief in the potential our quality products represent”, says Jan Forssjö, President and CEO of Pricer.

“Our ambition is to work actively to make this “Letter of Intent” result in firm orders for future deliveries”.

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***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.*