



PRESS RELEASE

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IBM and Pricer sign agreement for the United States

Pricer Inc., US subsidiary of Pricer AB, and IBM Global Services have signed an agreement for ESL (Electronic Shelf Label) systems. The agreement gives IBM the right to promote and support the Pricer ESL systems to selected customers in the top end of the US retail market (Tier 1).

"Teaming up with IBM for selected customers in the US market will give Pricer a strategic and strong presence with the larger retailers in the US, and is a strong compliment to our existing operations in the Tier 3 and 4 segments", says Jan Forssjö, President and CEO, Pricer AB.

Pricer is one of the market leaders in electronic display systems for the retail market. The Pricer system enables the retailer to easily and immediately manage pricing and other information at the shelf edge through a wireless communication network. IBM has the world's largest installed base of POS (Point of sales) systems world-wide, and is the dominating IT-supplier to the top retailers in the United States.

Retail chains on the American retail market are according to industry practice divided into four different categories (Tier 1-4). Included in the Tier 1 group are all the larger retail chains. The classification constitutes of several factors, whereof turnover is one of the most significant. The classification is formed in a descending listing ending with the group of Tier 4 companies, to which the smallest and often locally based chains belong.

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Pricer AB (publ), founded in 1991 in Sweden, is one of the leading suppliers of electronic display and information systems to the retail industry. Pricer offers electronic information systems that significantly improves customer profitability and productivity.

With the largest product range on the market, the Pricer ESL system is installed in more than 500 stores in three continents. Among others, the largest retailer in Europe and some of the largest retailers in Japan are customers to Pricer. Pricer, in cooperation with highly competent partners, offers a totally integrated solution together with the supplementary products, applications and services.

Pricer AB is listed on the Stockholmsbörsen's "O" list. For further information visit Pricer's website. Registration to receive news releases automatically by email can be made on the website.

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