



PRESS RELEASE

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Strategically important pilot orders for Pricer's ESL system in the USA

One of the largest retail chains in the US has placed orders for Pricer's ESL (Electronic Shelf Labels) system to equip one supermarket and one pharmacy. The order value is approximately SEK 3 M for both stores and the pilot installations are planned to start before year-end 2004. Thereafter follows an evaluation period of the systems. Confidentiality regarding identity has been requested on behalf of the client.

"This chain is a technology oriented retailer, aiming to reach extensive customer satisfaction and operational cost savings through automated store environments, and ESL systems are an impelling solution for them," says Jan Forssjö, president and CEO of Pricer AB. "As we continue to experience, it is in a committed instore pilot program that a retailer can see the true benefits of an ESL system and in particular the unique advantages of the Pricer system."

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Pricer AB (publ), founded in 1991 in Sweden, has a leading position as a supplier of electronic display and information systems to the retail industry. Pricer offers electronic information systems which significantly improve customer profitability and productivity.

With the largest product range on the market, Pricer ESL systems are installed in more than 550 stores in three continents. Customers include the second largest retail chain in the world and some of the largest retail chains in Europe, Japan and the US. Pricer, in co-operation with highly competent partners, offers a totally integrated solution together with supplementary products, applications and services.

Pricer AB is quoted on the O-list of the OM Stockholm Exchange. For further information, please visit Pricer's website. Registration to receive news releases automatically via e-mail can be made through the website.

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