



PRESS RELEASE

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One additional Leclerc region commits to Pricer ESL

The French retail chain E. Leclerc's regional buying group Socamaine has chosen Pricer as ESL supplier for its first phase regional deployment. The agreement includes hardware, software and implementation services for 15 of the region's 35 hypermarkets and also includes five hypermarkets in the Leclerc Scarmor region. The agreement has a total value of 2.5 MEuro and deliveries will begin in March 2006 and be completed before the end of the year.

In June 2005 Pricer received a order from one Leclerc's regional buying group 'Socamil'. The new agreement with an additional region gives Pricer's ESL system renewed confidence from one of the leading retail chains in France.

"This agreement is about continuing what we started 2 years ago," says Jan Forssjö, President and CEO, Pricer AB, "that is to say, to grow our role in French retailing and to raise expectations of what an ESL system can do as an operations tool."

Socamaine embarked on a 6 month ESL study mid 2005 and began evaluating four different ESL systems, to which several Scarmor hypermarkets decided to join. Two ESL providers were retained for the final phase. The study focused on our ability to deliver complete pricing flexibility, our ability to integrate into store processes, to provide store information at the shelf edge and integrate into store esthetics as well as our user friendliness and maintenance, and finally our ability to support our new display technologies.

"We are very proud to see that we have truly been accepted as an integral part of this leading international retailer's operations," says Charles Jackson, VP Sales & Marketing Pricer AB, "and coming on the tail of our current Carrefour deployment strongly reinforces our leading position in the European market."

E. Leclerc is a leading European food retailer and one of the top 25 leading retailers in the world, operating in Europe and principally in France with around 500 large format stores.

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Pricer, 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's ESL systems are installed in more than 1 200 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 USA. Pricer, in co-operation with competent partners, offers a totally integrated solution together with supplementary products, applications and services.

Pricer AB (publ) is quoted on the O-list of the Stockholm Stock 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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