

# PRESS RELEASE

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## SETTLEMENT WITH THE FORMER OWNERS OF INTACTIX

In July 1999, the former owners of Intactix International, Inc in the US sued Pricer AB and others for 28 MUSD plus legal fees and punitive damages. All claims are related to Pricer's acquisition of Intactix International, Inc. in June 1997.

On Thursday, September 7, 2000, in New York, all parties have agreed on a settlement. The settlement means that the Plaintiffs dismiss all claims against Pricer and the other parties. The settlement also includes a release of all potential future claims between all parties. Pricer's part of the settlement amounts to 1.6 MUSD.

"With this settlement we can now completely focus on our ESL business", says Pricer's President and CEO, Britt Sandberg. "A long legal process would have been too demanding on our resources and we have, therefore, decided to settle this matter once and for all".

### For further information, please contact:

Britt Sandberg, President and CEO, Pricer AB +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 and its suppliers. 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](http://www.pricer.se) . It is also possible to register and automatically receive press releases via e-mail.*