



PRICER

PRESS RELEASE

from Pricer AB (publ) July 31st 2009

In its capacity as issuer, Pricer AB is releasing the information in this press release in accordance with the Swedish Securities Exchange Act (2007:528). The information was distributed to the media for publication at 09:00 hrs CET on Friday July 31st, 2009.

Pricer starts first phase ESL rollout with major South-African retailer

As part of a strategic move to further enhance its customer relationship and price position, one of the largest retailers in South-Africa has chosen Pricer ESL for a first rollout phase. The rollout follows a successful pilot program in four of its food outlets, two supermarket formats and two convenience stores. Skydirect, Pricer's South African partner, will ensure implementation and support. The first deployment phase concerns a region with about 30 supermarkets valued at approximately 30 MSEK.

"We take considerable pride in being chosen by one of the world's leading food retailers", says Charles Jackson, CEO at Pricer. "It is another big step in the continued global expansion and global credibility of both Pricer and ESL."

"In the early stage of the project, several ESL solutions relying on various technologies were evaluated", says Oron Branitzky, VP Sales at Pricer, "and the final decision was made following a year-long evaluation on speed, reliability and future proof capabilities." The potential with this retailer in South-Africa is over 400 food outlets under the same banner. "We expect within the next two years to have completed the entire banner deployment."

"With a mission relying on offering customers the best prices at all times in the market", says Hendrik Bredenkamp, Managing Director of Skydirect, "this major retailer decided to go for Pricer ESL to significantly improve price integrity in its stores as well as optimizing its price changing process with a reliable and manageable system."

About Skydirect

Skydirect (PTY) LTD, based in Johannesburg, South Africa, part of the XON company, offers Pricer ESL as a complete end-to-end solution for its retail customers across the continent. Among Skydirect's customers is SPAR Group Ltd, with nearly 800 supermarkets in South-Africa, and Metcash, with 14 Trade Centers and 178 Cash and Carry stores.

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Pricer provides the retail industry's leading electronic display and Electronic Shelf Label (ESL) platform, solutions, and services for intelligently communicating, managing, and optimizing price and product information on the retail floor. Pricer is the only company today offering a communication platform that supports both segment based ESL and pixel-based ESL. The platform is based on a two-way communication protocol to ensure a complete traceability and effective management of resources. The Pricer system significantly improves consumer benefit and store productivity by simplifying work in the store.

Pricer, founded in 1991 in Uppsala, Sweden, offers the most complete and scalable ESL solution. Pricer has over 4,600 installations in more than 30 countries with approximately 60 percent market share. Customers include many of the world's top retailers and some of the foremost retail chains in Europe, Japan and the USA. Pricer, in co-operation with qualified partners, offers a totally integrated solution together with supplementary products, applications and services.

Pricer AB (publ.) is quoted on the Nordic Small Cap list of OMX. For further information, please visit www.pricer.com

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