

# PRESS RELEASE

from Pricer AB (publ) January 15, 2001

## MIGROS ORDER EXPIRED WITHOUT CALL-OFF

### Background

Pricer signed in March 1996 and in June 1997 an agreement with its Turkish partner regarding delivery of ESL-systems (ESL=Electronic Shelf Label) to Migros Turk, the largest retail chain in Turkey. Deadline for call-off of the order was set to December 31, 2000. As Pricer has stated on several occasions during the last year, it has been uncertain if and when call-off would occur on a sizeable part of its order backlog, of which the Migros order has been the major part.

### Call-off not received

Today Pricer can conclude that call-off for the remaining, non-delivered part of the order (approx. 9 MUSD) has not been received within the set deadline. As a direct consequence of the missing call-off, Pricer's order backlog as of December 31, 2000 will exclude this order. Pricer's ambition to continue to be active on the Turkish market and with Migros Turk will not be affected by the fact that the deadline for call-off of the current order has expired.

### For further information, please contact:

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***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. Through the competent partners that Pricer 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 Attract40-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.*