# PRESS RELEASE

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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 14.00 hrs CET on Wednesday March 10th, 2010.

## Pricer rolls out ESL at one of North America's top 50 retailers

A North American food chain operating over 250 grocery stores has signed an agreement to equip 40 stores with Pricer ESL in its home market. The retailer is ranked in the annual Deloitte market survey of the 250 top retailers worldwide. This first phase of deployment will start in March and be completed within a year for an order value to Pricer of nearly 30M SEK. Pricer's reseller will ensure system implementation and support services.

"We are proud to have been chosen by this chain to supply the tools and systems to enable electronic shelf pricing," says Charles Jackson, CEO at Pricer. "It is a significant ESL decision in this important market and reflects the increasing relevance of ESL in today's food retailing," says Mr. Jackson. "I would like to thank all those involved in the project for the enormous efforts which have gone into the evaluation program."

The retailer started the initial 9 store evaluation program in 2007. Price automation will enable significant time-savings on price reactivity and free up more time to serve customers. "The Key factor in the decision was to increase customer and employee goodwill," says Oron Branitzky, VP Sales at Pricer. Compared to the rest of the industry, Pricer ESL couples the highest system performance with long term investment protection and future proof architecture that is robust and scalable.

**For further information, please contact:**
Charles Jackson, CEO Pricer AB: +46 8 505 582 00

***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 about 5,400 installations in more than 40 countries with the largest ESL world 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*

***Pricer AB (publ)***
***Bergkällavägen 20-22***
***SE-192 79 Sollentuna***
***Sweden***

***Website: www.pricer.com***
***Telephone: +46 8 505 582 00***
***Corporate Identity number: 556427-7993***