

  
**PRICER**  
**PRESS RELEASE**  
from Pricer AB (publ) April 23<sup>rd</sup> 2010

## **Annual General Meeting held on April 23, 2010**

The Annual General Meeting of Pricer AB (publ) was held on April 23, 2010. 13 percent of total numbers of votes were present through 31 shareholders. The following major decisions were made:

### **Fees to the Board**

Fees to the Board were decided for a total of amount of SEK 1,050,000, of which SEK 450,000 to the Chairman and SEK 200,000 to each of the other members. This is a reduction in the total fees, as the Board will consist of four instead of five members, but otherwise entails the same individual amounts as in the previous year.

### **Election of Board of Directors**

The meeting decided to re-elect Mikael Bragd, Bo Kastensson, Peter Larsson and Bernt Magnusson. Peter Larsson was re-elected as Chairman of the Board. Daniel Furman had declined re-election.

### **Formation and duties of the Nomination Committee**

The meeting decided to adopt the proposal regarding the Nomination Committee's composition and duties. The Committee then consists of the chairman of the Board, one representative each of the three largest shareholders and a member to be independent and represent the small shareholders of Pricer.

### **Decision on principles for remuneration to senior executives**

The shareholders decided to adopt the proposal of the Board regarding principles for remuneration to senior executives.

### **Authorisation to the Board to issue shares**

The meeting decided to authorise the Board, on one of more occasions during the period before the next AGM, to decide on the issuance of no more than 50,000,000 new shares of class B. The Board shall have the right to decide on the issuance of shares in exclusion of the shareholders' pre-emptive rights, with or without non-cash consideration.

### **For further information, please contact:**

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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 17:30 hrs CET on Friday April 23<sup>rd</sup>, 2010.

*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](http://www.pricer.com)*

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