



## PRESS RELEASE

from Pricer AB (publ) August 24<sup>th</sup> 2010

### Fredrik Berglund new CEO of Pricer

The Board of Pricer AB has appointed Fredrik Berglund as the new President and CEO. Fredrik Berglund will assume his position immediately, replacing Charles Jackson, who has been CEO since 2007.

Fredrik Berglund, 49, currently runs his own business in corporate development. During the period 1995-2006 he was active within the Tele2 group, including as head of Nordic operations and CEO of Tele2 Sweden. Fredrik took part in bringing Tele2 from Sweden to a further 23 countries and in this period sales grew from SEK 200 million to SEK 50 billion. During the years 2007-2008 Fredrik was president of Scribona, a company with sales of approximately SEK 10 billion and listed on Nasdaq OMX Small Cap. Fredrik undertook a fundamental restructuring and the business was subsequently sold to a major international buyer.

"It is with great satisfaction that we can present Fredrik Berglund as the new CEO of Pricer. He lives very well up to the Board's requirements of documented strong leadership and extensive experience in leading companies on markets with strong growth" says Peter Larsson, Chairman of the Board of Pricer. "I would also like to take this opportunity to express the Board's appreciation for the work that Charles Jackson has performed during his 8 years at the company. Under his direction, Pricer has made some substantial changes and become profitable. The foundation for further international expansion is now laid" adds Peter Larsson.

"Pricer's strong market position in electronic information systems for the retail industry provides an excellent starting point for the future. I look forward with great enthusiasm to be involved in improving the company's internationalization with focus on profitable growth" says Fredrik Berglund.

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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 13:00 hrs CET on Tuesday August 24<sup>th</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 5,800 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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