



PRICER

PRESS RELEASE

from Pricer AB (publ) December 3rd, 2010

Fredrik Berglund, CEO, is granted employee options

The board of Pricer AB (publ) has today decided to grant Mr Fredrik Berglund, new CEO in Pricer since August 2010, 1 million employee options from the existing program TO 10 approved by the Annual General Meeting in 2008. These options expire on June 30th, 2012 and have a strike price of SEK 0.74. The board decided that these options shall vest based on continued employment monthly from September 2010 until June 2012, i.e. during 22 months. The vesting period is shorter than what was informed in the material to the Annual General Meeting, then at three years, as there is less than three years left to expiry of these options.

For further information, please contact:

Peter Larsson, chairman, or Harald Bauer, CFO, Pricer AB: +46 8 505 582 00

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 11.00 hrs CET on Friday December 3rd, 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 nearly 6,000 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

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