

**PRICER**
PRESS RELEASE
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Large French retailer signs 85 discount retail stores for deployment with Pricer ESL

A large supermarket retailer in France has signed an agreement to equip an additional 85 stores with the Pricer ESL solution. The project has an expected value of SEK 25 M for Pricer.

Installation of the first 5 stores is already underway, and installations are planned over the course of 2011 – 2012 at a rate of 40 stores per year.

The customer started implementing Pricer electronic shelf labels in 2005 and has now equipped a significant number of stores. The stores make the most of the flexibility of the Pricer system and use a combination of Pricer segment-based and graphical DotMatrix displays adapted to all shelf types and departments, while still remaining under the same infrastructure.

Implementation will be managed by Pricer's partner Toshiba TEC.

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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 Tuesday January 4th, 2011.

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 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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