



## **PRESS RELEASE**

from Pricer AB (publ) April 29<sup>th</sup> 2011

### **Pricer increases the number of shares by 0.6 %**

In April, Pricer issued 5,996,537 Class B shares in relation to an option program for employees. The total number of shares has increased to 1,064,694,700, an increase of 0.6 %. This information is made public in accordance with the Swedish law on trading with financial instruments ("lagen om handel med finansiella instrument").

#### **Class of shares 2011-04-29**

| Class of shares                         | No. of shares        | Votes per share | No. of votes         |
|---|----------------------|-----------------|----------------------|
| Class A                                 | 2 258 217            | 5               | 11 291 085           |
| Class B                                 | 1 062 436 483        | 1               | 1 062 436 483        |
| <b>Total number of shares and votes</b> | <b>1 064 694 700</b> |                 | <b>1 073 727 568</b> |

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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 17:00 hrs CET on Friday April 29<sup>th</sup>, 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](http://www.pricer.com)

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