



PRESS RELEASE

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FURTHER ORDERS FROM TOSHIBA TEC EUROPE IN BELGIUM

Pricer's new partner, TOSHIBA TEC EUROPE in Belgium, has received three new orders in addition to the three initial orders received. The orders intend installations in three stores in Belgium and will start during the summer.

"It is very satisfying that TOSHIBA TEC EUROPE in Belgium so soon is showing such good result. This confirms that we have chosen the right partner and that there is a good acceptance of our products on the Belgium market, says Jan Forssjö, President and CEO Pricer AB (publ).

Pricer AB (publ), founded in 1991 in Uppsala, has the world's leading position as a supplier of electronic display and information systems to the retail industry. Pricer offers electronic information systems that improves significantly customer profitability and productivity.

With the largest product range on the market, Pricer ESL System is installed in more than 300 stores in three continents. Among others, the second largest retailer in Europe and some of the largest retailers in Japan are customers to Pricer. Pricer, in cooperation with highly competent partners, offer a totally integrated solution together with the supplementary products, applications and services.

Pricer AB (publ) is quoted on the O-list of Stockholm Exchange. For further information, please visit Pricer's website www.pricer.se. Registration to receive news releases automatically via e-mail can be made through the website.

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