



PRESS RELEASE

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LECLERC SCARMOR IN FRANCE CHOOSES PRICER ELECTRONIC SHELF LABEL TECHNOLOGY

Pricer has received a French order following an extensive study undertaken by the SCARMOR, the regional offices for Leclerc Brittany. Mr Ollivier, owner of the Centre E. Leclerc Lanester has been in charge of the evaluation. Pricer will equip the Centre E. Leclerc Lanester with Electronic Shelf labels.

Given Pricer's leadership in the industry, Pricer decided several months ago to re-establish its position in Benelux and France. Following its quick successes with Spar and Delhaize in partnership with Toshiba TEC Belgium, it is now rewarding that an important French retailer like Leclerc have made their decision.

"This new order confirms Pricer's position as a reliable technological partner to retailers in the market," says Göran Witt, president of Pricer SA, France, "and results from hundreds of innovative solutions already highly valued by our other European clients such as Metro, Edeka, ICA/Ahold."

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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.

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