



PRESS RELEASE

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PRICER SIGNS AGREEMENT WITH LEADING POINT OF SALES (POS) PROVIDER IN GERMANY AWEK NORD C-POS SYSTEMS

Pricer AB and AWEK Nord C-POS systems GmbH have signed a Distribution and Service Partner Agreement for Pricer's Electronic Shelf Label (ESL) Systems. C-POS systems is one of the leading Point-Of-Sales providers in Germany. Pricer is the world leading provider of Electronic Shelf Label Systems.

The agreement means that C-POS systems will sell, install and support Pricer's ESL system to accounts on the German market. A team has been created in Germany with members from both companies to ensure a strong customer oriented sales & development process.

"We have carefully evaluated different suppliers of ESL systems and the conclusion is that Pricer's system is the one who best meet the demands from our customers. Pricer's system is also offering a platform for current and future in store communication and information display. Pricer's ESL solution will be a strategic part of C-POS systems product/service catalogue and will further strengthen C-POS system's position in bringing added value for our customers", says Mr Becker, Managing Director of AWEK Nord C-POS systems.

C-POS systems has a solid experience of the German retail industry, a well established customer base and a product range which now is complemented by Pricer's ESL system. In addition, C-POS systems, being ISO-9001: 2000 certified, with a strong focus on service and customer oriented development services, gives the two companies a very good base for delivering customer oriented- and added value solutions. "Germany is one of the most important markets in Europe, where Pricer already has a strong position. This new venture will further strengthen our presence and sales activities as we team up with a quality company like C-POS systems.", says Jan Forssjö, President and CEO Pricer AB (publ).

For further information, please contact:

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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.

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.

AWEK Nord C-POS systems GmbH is one of the leading Point-Of-Sales providers in Germany. The company philosophy is to provide clients with complete solutions to their problems. Working intensively with clients from the outset, AWEK Nord C-POS systems offer strategic analyses and project management capabilities in order to provide their clients with turn-key solutions encompassing future oriented products and maximum systems integration.

A customer focussed call centre, together with highly qualified system support and technical services staff, guarantee competent daily support for all installed systems, and round up the total service offering. For more information, please visit www.cpos.de .