



PRESS RELEASE

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ANNUAL GENERAL MEETING – PRICER AB MAY 22, 2003

Pricer's Annual General Meeting was held May 22, 2003. The following decisions were taken.

Election of Board of Directors

Mr. Jan Forssjö, Mr. Salvatore Grimaldi, and Mr. Göran Lindén were unanimously re-elected as board members. Mr. Martin Bjäringer and Mrs. Margareta Norell Bergendahl were elected to the Board. Mr. Arve Kristoffersen is leaving the Board after declining re-election. At the board meeting following election Mr. Salvatore Grimaldi was elected as Chairman of the Board.

Ammendment of Articles of Associations

The Annual General Meeting amended the company's Articles of Associations to state that the registered office has moved to Sollentuna. The Annual General Meeting can also be held in Stockholm or Upplands Väsby.

Authorisation of issue

The Annual General Meeting decided in accordance with the board's Proposal that the AGM authorises the board to make decisions, on one or several occasions, to issue not more than 30,000,000 series B shares until the date of the next Annual General Meeting. The board should be able to decide on a new issue with a departure from the shareholders' right of preference with or without a provision for a non-cash issue.

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.

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