



PRESS RELEASE

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Annual General Meeting in Pricer deferred to mid June

The Annual General Meeting of Pricer, originally planned for May 11 will be deferred to mid June due to the planned acquisition of ESL provider Eldat Communication Ltd. New date is yet to be determined and notice will be published within the coming weeks.

For further information, please contact:

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***Pricer**, founded in 1991 in Sweden, is a leading supplier of electronic display and information systems to the retail industry. Pricer offers electronic information systems that significantly improve customer profitability and productivity.*

With the widest product range on the market, Pricer's ESL systems are installed in more than 1 300 stores on three continents. Customers include the second largest retail chain in the world 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 O list of the Stockholm Stock Exchange. For further information, please visit Pricer's website. A subscription service for online news releases via e-mail is available on the website.

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