



PRESS RELEASE

from Pricer AB (publ) March 15th, 2007

Extraordinary General Meeting held on March 14th, 2007

An Extraordinary General Meeting was held on March 14th, 2007. The following decisions were made:

Approval of the Board's decision to issue convertible debentures

The General Meeting decided to approve the decision from February 19th, 2007 by the Board to issue convertible debentures. The right to subscribe to the convertible debentures shall be by Straumur-Burðarás Fjárfestingabanki hf (SEK 50M), Alted AB (SEK 12.45M) and for Monterro Holdings Ltd (SEK 12,45M) Through the loans, Pricer shall borrow not more than SEK 74,900,000. Conversion to class B shares can be made until March 30th, 2009 at a conversion price of SEK 0,70.

Incentive programme

The General Meeting decided to issue 30,000,000 warrants and otherwise approve the introduction of a global incentive program for employees in Pricer.

Each warrant shall, during the period until June 30th, 2011, give entitlement to subscription to one new class B share. The subscription price shall be 110 per cent of the last average price paid for the Company's B share during ten trading days immediately after the day of the Extraordinary General Meeting. The right to subscribe for the warrants shall only be for the wholly-owned subsidiary company, Pricer Communication AB, and shall be used for a warrant programme in accordance with the warrant plan proposed by the Board.

Election of new Board Member

Mr Akbar Seddigh was elected as a new member of the Board of Pricer. Akbar Seddigh is Chairman of the Board of Elekta AB, Hedson Technologies AB, Mentice AB and Ortivus AB, and Member of the Boards of, among others, Affärsstrategerna AB, Biolight International AB and Tobii Technology AB. Margareta Norell Bergendahl has decided to leave the Board.

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Pricer offers solutions for more efficient and secure price information through electronic information systems to the retail industry. The Pricer system significantly improves consumer benefit and store productivity. Pricer, founded in 1991 in Uppsala, Sweden, is the leading supplier of electronic display and information systems to the retail industry.

Offering the most complete ESL solution Pricer has over 3,000 installations across three continents. Customers include many of the world's top retailers 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 Nordic Small Cap list of OMX. 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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