

PRESS RELEASE

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CEPSA Spain rolls out Pricer ESL with an order for SEK 5M

CEPSA Spain has placed an order for 100 Pricer Electronic Shelf Label installations that will be installed by IBM Spain. The stores operate under the "PROMIMER" banner. The installations would start in Q2 and involve 20 stores in 2007, and would continue through 2009. The total value of the project for Pricer is estimated at approximately SEK 5M.

"We are excited by this new project" says Oron Branitzky, Area Manager Southern Europe. "CEPSA is the first operator of convenience stores (small store format adjacent to gas stations) that recognized the benefits of ESL and is rolling out our system on a large scale. There are over 1700 service stations under the CEPSA holding and we believe that the project will be expanded to many of them. Furthermore, the convenience store market is only at the beginning of store automation technologies such as ESL and we know it is significant that a leading retailer such as CEPSA is a pioneer in this segment."

"We have been working on this project with CEPSA for over three years" says Luis Gutierrez-Jodra, Manager of IBM Retail in Southern Europe. "The ESL project is another demonstration of IBM's capabilities as a global system integrator and leading service provider."

About CEPSA

CEPSA is a diversified Spanish energy company, with its core businesses in oil and petrochemicals, and an expanding global portfolio of operations in countries such as Portugal, Algeria, Brazil, Canada, Colombia and Panama, selling its products on all five continents. CEPSA's activities span the entire oil value chain, ranging from its "upstream" operations in exploration and production, to its "downstream" businesses in refining and marketing of petroleum-based products. Additionally, the Company has a world-class petrochemicals business and a rapidly broadening presence in the natural gas and power sectors. At year-end 2006, CEPSA's workforce numbered over 11,000 people and the Company continues to steadily generate employment.

About IBM

For more information on IBM, visit www.ibm.com.

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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 www.pricer.com

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