



PRESS RELEASE

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Casino continues ESL deployment – Signs new contract with Pricer

Pricer has been chosen to roll out the remaining Casino supermarkets after Pricer successfully completed the 2006 deployment wave. The agreement represents 42 supermarkets in France and the installations will commence in April and are to be finished before the year end.

"This is a milestone in our relationship since it marks Casino's first ESL deployment order with the Pricer organization since the Eldat acquisition," says Jan Forssjö, President and CEO, Pricer AB. "Casino has clearly put their trust in Pricer, in our ability to serve the Casino organization through ESL, in our vision for the future."

In 2003 Casino deployed a first wave of Eldat ESL in their French corporately owned hypermarkets. Following the success of the implementation, the program was accelerated in 2004 and involved both hypermarkets as well as French supermarkets. Casino was one of the first retailers to understand the total value of ESL, implementing from day one stock information directly at the shelf edge. "Pricer has provided the support and flexibility we need to continue building our in-store marketing and supply chain processes," says Philippe Marxgut, Director Client Services, Groupe Casino. "On top of this, the new company will have greater access to new technologies and be able to offer quicker product enhancements." By the end of 2007 Casino will have installed approximately 240 supermarkets and 108 hypermarkets, or approximately 7 million ESL in France.

"We have invested considerable efforts to integrate the Eldat people and products into our implementation processes to ensure that all customers will benefit from the merged activities", says Charles Jackson, Vice President Sales and Marketing, Pricer AB. "These implementation skills are seen as a key factor in Casino's decision for their deployment with us as prime contractor."

Today, Pricer has built up a deployment organisation that will have deployed over 20 million ESL by the end of 2007 in France alone. This team is capable of carrying their skills to any part of the world and have been part of many such transfers from French retailers.

"The implementation has been industrialised to such an extent that Casino has been able to effortlessly manage process change and release immediate value without any business disruptions", comments Pricer's Key Account Manager for Casino global business, Marc Poncet. "It is time now to export Casino France's experience across their strategic markets".

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Pricer provides the retail industry's leading electronic display and Electronic Shelf Label (ESL) platform, solutions, and services for intelligently communicating, managing, and optimizing product information on the shop floor. The platform is based on a two-way communication protocol to ensure a complete traceability and management of resources. The Pricer system significantly improves consumer benefit and store productivity.

Pricer, founded in 1991 in Uppsala, Sweden, offers the most complete and scalable ESL solution. Pricer has over 3,000 installations across three continents with approximately 60% market share. 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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