



## PRESS RELEASE

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### **METRO Cash & Carry France deploys Pricer ESL**

Metro Cash & Carry France, a unit of the world's third largest retailer, has chosen the Pricer ESL system for deployment. A first order has been placed for 17 Cash & Carry at a total value of SEK 12 Million (1.7 MUSD) with deliveries taking place during Q2 and Q3 2007.

Metro Cash & Carry Germany was the first major retailer in the world to roll out ESL. Metro Cash & Carry in France operates 84 Cash & Carry, and carried out ESL pilots during 2006.

"Metro France had market specificities that meant they wanted to be sure about the pertinence of ESL and the system chosen," says Jan Forssjö, CEO Pricer AB, "and we are proud that the French pilots were a success in meeting all their requirements, including timely stock update and ESL traceability."

France is the second Metro country to roll out ESL. This decision is pointing to a new trend in Metro automation worldwide," added Jan Forssjö, "and which we plan to be apart of". The stores will be powered by Pricer's new Continuum ESL technology.

#### **About Metro:**

Metro Group operates more than 2,100 locations in 30 countries and employs approximately 250,000 people worldwide. The company is divided into four business units Cash & Carry, Food Retailing, Nonfood Specialty Stores and Department Stores, serving both businesses and consumers. Brand names like Metro Cash & Carry, Real, Extra, Media Markt, Saturn and Galeria Kaufhof are all well known in the market.

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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](http://www.pricer.com)*

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