

PRESS RELEASE

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ANNUAL GENERAL MEETING IN PRICER AB ON MAY 11, 2000

The Shareholders of Pricer AB decided at the Annual General Meeting on May 11, 2000 in accordance with proposals in the notice to the meeting. The main decisions are further described below.

Board of Directors The new Board consists of Salvatore Grimaldi, Thomas Landberg and Göran Lindén as reelected directors and Britt Sandberg as newly elected. Gert Schyborger had declined reelection. Britt Sandberg is appointed President of the Company as of today.

Auditors Per Bergman was reappointed and Kari Falk, former deputy, was appointed auditors of the Company. Karl-Gustav Giertz had declined to be reappointed. As deputy auditors, Lennart Jakobsson was reappointed and Klas van Lienden was appointed.

Reduction of share capital The Annual General Meeting decided in accordance with the proposal from the Board that the Company's share capital be reduced by 238,558,985 SEK to 238,558,985 SEK for immediate cover of loss according to the confirmed Balance Sheet. The reduction shall be made by reducing the nominal share value from two SEK to one SEK without repayment to the shareholders. Furthermore, modifications of the Articles of Association as a consequence of the reduction of the share capital were approved.

For further information, please contact:

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***Pricer AB (publ)** was founded in 1991 in the city of Uppsala, Sweden and has built a leading position on the world market for electronic display- and information systems to the retail industry. Pricer offers electronic information systems with the purpose to considerably improve the customer benefit and improve the profitability of the retail market and its suppliers. Through the competent partners that Pricer cooperates with, the customer is offered a totally integrated solution together with the complementary products, applications and services offered by our partners. The share of Pricer is listed on the O-list of OM Stockholm Stock Exchange. For further information please visit Pricer's website at www.pricer.se. It is also possible to register and automatically receive press releases via e-mail.*