



PRESS RELEASE

from Pricer AB (publ) June 29, 2007

Pricer wins new roll-out in Japan

Pricer Electronic Shelf Label system has been chosen for roll-out deployment by York Benimaru for its supermarket chain, including in its supermarket format Kadoya, starting July 2007 through February 2008. Planned deliveries from Pricer for this roll-out are valued at minimum of 50 MSEK and include over 1.5 million Continuum labels. The majority of the products for this deployment are expected to be ordered by Pricer's partner Ishida Co. Ltd. and delivered by the end of 2007.

"Following our Ito-Yokado roll-out that was completed in 2005, along with extensive piloting with York Benimaru during 2005 and 2006, this additional roll-out within Seven & I group is a clear recognition of the significance of our system as an operations tool", says Jan Forssjö, President and CEO of Pricer. "It adds to the positive development in the Japanese market with firm rate of installation and marks the continued success of our long term and solid partnership with Ishida Co. Ltd".

About York Benimaru:

York Benimaru Co. Ltd. is one of the leading chains in Japan (in the Tohoku region). York Benimaru is part of Seven & I Holdings which comprises of Ito-Yokado and 7-eleven Japan (parent of 7-11 US) among others.

For further information, please contact:

Jan Forssjö, President and CEO Pricer AB: +46 8 505 582 00

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 3,100 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

Pricer AB (publ)
Bergkällavägen 20-22
SE-192 79 Sollentuna
Sweden

Website: www.pricer.com
Telephone: +46 8 505 582 00
Corporate Identity number: 556427-7993