



PRESS RELEASE

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Pricer appoints Charles Jackson as new CEO

The Board of Directors has appointed Charles Jackson, Vice President of Sales & Marketing since 2002, to become new CEO of Pricer. He will succeed Jan Forssjö, CEO since 2001, who will remain on the Board as a working member with focus on special projects.

The appointment is effective as of September 1, 2007.

"First I would like to give credit to what Jan Forssjö has achieved during his more than six years as CEO. He has transformed Pricer and made it the world leader in the Electronic Shelf Label market. I am happy that he will continue to serve on the Board in order to support certain projects and ensure continuity", says Akbar Seddigh, Chairman of the Board.

The stage is now set for further growth and improved margins to make Pricer a profitable company. Consolidation synergies after the acquisition of Eldat have been realised and Pricer is in a good position to benefit from the continued development of the ESL market. Additional synergies deriving from the acquisition is expected as the next steps are planned. Furthermore, Pricer will continue to focus on customer benefit through innovations and new technologies.

"By appointing Charles Jackson, who has a proven track record of success in developing the European ESL market, Pricer will obtain a CEO with a deep knowledge of the company and first-hand experience of the needs of its customers. His international experience combined with presence close to main markets and customers will be of great importance in the truly international ESL market", adds Akbar Seddigh.

Charles Jackson, 43, and of Canadian and French nationality, with a degree in Business Administration, has before joining Pricer worked in several international growth industries in retailing as well as the telecom industry.

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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 3,100 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

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