



PRESS RELEASE

from Pricer AB (publ) June 10th, 2008

In its capacity as issuer, Pricer AB is releasing the information in this press release in accordance with the Swedish (2007:528) Securities Exchange Act. The information was distributed to the media for publication at 11:00 a.m on Tuesday June 10th, 2008.

Pricer to Roll out ESL System to Danish Pharmacy Chain

One of Denmark's largest pharmacy chains, Apotekeren, has signed an agreement to equip their member stores with electronic shelf labels (ESL). The pharmacies, 47 in total, will be installed together with Pricer's Danish partner NNIT and be completed during 2008. The value of the order is in excess of 5 MSEK.

Apotekeren is the first integrated Nordic pharmacy chain to roll out ESL. All stores will be equipped with Pricer's Continuum ESLs, and the customer has the ability to upgrade to Pricer's fully graphic DotMatrix™ ESL. "Apotekeren carried out a careful assessment of ESL solutions most suited to their specific shelf display requirements," says Niclas Qvist, Area Sales Manager Northern Europe at Pricer AB, "and only Pricer offered both the most flexible solution and investment security for the future."

"There are over 500 pharmacies in Denmark and we are confident that the Pricer solution will be expanded to many of them within the near future." says Steen Banke, Sales Manager NNIT.

About NNIT

NNIT A/S is one of Denmark's leading consultancies in IT development, implementation and operations. NNIT has more than 1,000 employees and a turnover in 2006 of 1,016 MDKK. For more information on NNIT, visit www.nnit.com

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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 price and product information on the retail floor. Pricer is the only company today offering a communication platform that supports both segment based ESL and pixel-based ESL. The platform is based on a two-way communication protocol to ensure a complete traceability and effective management of resources. The Pricer system significantly improves consumer benefit and store productivity by simplifying work in the store.

Pricer, founded in 1991 in Uppsala, Sweden, offers the most complete and scalable ESL solution. Pricer has close to 4,000 installations in over 30 countries with approximately 60 percent 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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