



PRICER

PRESS RELEASE

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In its capacity as issuer, Pricer AB is releasing the information in this press release in accordance with the Swedish Securities Exchange Act. (2007:528) The information was distributed to the media for publication at 1:45 p.m. on Monday August 4th, 2008.

62 Franprix supermarkets in France for Pricer and Toshiba

A second grouping of Franprix supermarkets have chosen Pricer and Toshiba for the deployment of electronic shelf label (ESL) solutions, system integration and support services.

Franprix, a French supermarket chain, has ordered 62 stores to be deployed with Pricer ESL before year end 2008. The contract is valued at approximately 20 MSEK and will be implemented by Pricer's partner Toshiba Tec starting mid September.

Figeac, the holding company, selected the Pricer ESL solution and the implementation services and support of Toshiba Tec. Pricer's ESL system has previously been installed in over 100 Franprix supermarkets since late 2005 by Toshiba.

"We are very proud to see the continuity in this format" says Charles Jackson, CEO at Pricer. "Toshiba has been able to clearly demonstrate the superiority of our wireless display platform and ESL solution for the supermarket format, both in France as well as in other European markets."

Figeac is an independent company operating 75 supermarkets under the banner Franprix. The supermarkets average size is 800 m² and they are located in the Paris region. There are over 600 supermarkets under the Franprix banner in France.

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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 over 4,000 installations in more than 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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