



## PRESS RELEASE

from Pricer AB (publ) November 10<sup>th</sup>, 2008

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 16:00 hrs CEST on Monday November 10th, 2008.

### Pricer receives order to deliver next 50 stores in South Africa

After successful pilots with the leading chains and 50 supermarkets installed to date with Pricer ESL, an agreement has been signed with Skydirect Pricer's partner in South Africa, securing delivery of Electronic Shelf Labels (ESL) and infrastructure during 2009. Total value of this agreement exceeds 20 MSEK. "South African retailers lead grocery retailing in Africa and the Middle East", says Charles Jackson, CEO at Pricer, "and represent a significant market for Pricer over the next years. We have the ambition to continue to invest in the development of these key retail markets where retailers are able to react to pricing."

"South Africa is the largest retail market in the Middle East and Africa grocery markets (MEA), and in short, as with the rest of the world, pricing is a key issue", says Hendrik Bredenkamp, CEO at Skydirect. "Some are even saying that ESL is the best solution they have seen since the invention of Bar Code scanners"

"Since our partnership with Skydirect two years ago, we have seen a steady interest in ESL," says Niclas Qvist, Area Sales Manager at Pricer, "particularly in recent months, so we see this order as a starting point for 2009."

#### About Skydirect:

Skydirect (PTY) LTD, based in Johannesburg, South Africa, part of the XON company, offers Pricer ESL as a complete end-to-end solution for its retail customers across the continent. Among Skydirect's customers is SPAR Group Ltd, with nearly 800 supermarkets in South-Africa, and Metcash, with 14 Trade Centers and 178 Cash and Carry stores.

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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 4,100 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](http://www.pricer.com)*

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