



## 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 09:30hrs CEST on Thursday December 11th, 2008.

### Grand Frais extends ESL solution with Pricer DotMatrix™

*Grand Frais, the leading French retail chain in traditional fresh food segment, has decided to extend the Pricer system to the Fish & Seafood area of its stores, Grand Frais Marée, as the current ESL installation in the Fruit & Vegetables area significantly contributed to improve store productivity.*

Grand Frais placed an order to equip its 100 stores with Pricer's new generation DotMatrix™ ESLs, for a total value of 5M SEK. Installations will start in January and be completed during the first quarter of 2009. Pricer will provide a complete package of DotMatrix™ ESLs and services.

"We are proud that Grand Frais is showing a great trust with the further roll out of Pricer ESLs", says Philippe Goas, Middle-Europe Area Sales Manager at Pricer. "In extending the Pricer solution to another product area, Grand Frais stores show they recognize the benefits of the solution on price management."

"Thanks to ESL and price automation we have increased store-efficiency", says Mr. Morello, CEO of Grand Frais Marée. "Staff can now concentrate more on customer service and satisfaction."

Grand Frais Marée chose the DotMatrix™ ESL for the operational benefits of this solution and the flexibility of content on the displays. Grand Frais stores will combine Pricer's new generation bi-stable pixel-based displays with the existing segment-based ESLs in the Fruit & Vegetables area under the same infrastructure.

#### **About Grand Frais:**

Grand Frais is part of the French grouping Prosol Gestion, originally specialized in Fruit & Vegetables retail. The Grand Frais store concept consists of having each store department managed by a specialized retailer, Fruit & Vegetables still representing half of the store surface. The chain currently counts 85 stores in France, with an average store surface of 1000 m<sup>2</sup> and approximately 15 new stores per year.

#### **For further information, please contact:**

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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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