



# **PRICER**

## **PRESS RELEASE**

**from Pricer AB (publ) February 4<sup>th</sup>, 2009**

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 10:40 hrs CEST on Wednesday February 4th, 2009.

## **Two large European retailers chose Pricer ESL**

*Two of Europe's largest tier 1 retailers, one Do-It-Yourself, the other Food, have placed significant initial orders for the Pricer ESL system after pilots and evaluation programs during 2007 and 2008.*

Today, Pricer is the largest ESL company with an installed base greater than its competitors' combined. Pricer delivers best in class ESL systems and the first wireless dual display platform combining speed, scalability and reliability to worldwide tier 1 and tier 2 retailers.

"These two wins in different retail sectors are important signals for Pricer and ESL," says Charles Jackson, CEO at Pricer AB. "At a time when retailers have to focus on projects that are strategically urgent and give immediate returns, the Pricer system is understood as an enabler to help execute price strategies and build customer and brand loyalty."

The French DIY retailer has opted to start with Continuum ESL and each store represents approximately 35 000 ESL. The DIY retailer had evaluated three different systems and piloted two of them. Pricer then won the next step of implementing a full store pilot. This announcement is in conjunction with several store orders now received to implement ESL where it is deemed most urgent.

The food retailer has begun installing in three countries, France, Belgium and Luxembourg, and has installed five hypermarkets to date. A pilot evaluation has now begun in one of its supermarket chains. The hypermarkets use a combination of segment based Continuum ESL with DotMatrix™ pixel based ESL. DM displays are used for electronics, tableware, and fresh food counter, complementing the 35 to 40 000 Continuum ESL deployed in the rest of the stores.

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

Charles Jackson, CEO Pricer AB: +46 8 505 582 00

*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)*

**Pricer AB (publ)**  
**Bergkällavägen 20-22**  
**SE-192 79 Sollentuna**  
**Sweden**

**Website: [www.pricer.com](http://www.pricer.com)**  
**Telephone: +46 8 505 582 00**  
**Corporate Identity number: 556427-7993**