

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 2.15 pm hrs CET on Wednesday February 18th, 2009.

Proposal of the Nomination Committee of Pricer AB

The Nomination Committee has the following proposal to pass on to the Annual General Meeting in 2009 of Pricer AB:

Board of Directors

The Board of Directors should consist of five members. Reelection is proposed for Mikael Bragd, Daniel Furman, Bo Kastensson and Peter Larsson. As new Board member Bernt Magnusson is proposed. Akbar Seddigh, Chairman and Magnus Schmidt, vice Chairman have declined reelection. Peter Larsson is proposed as Chairman of the Board.

The Committee motivates its proposal as follows: In view of the resignation by the Chairman and vice Chairman, reelection of the majority of Directors is proposed to safeguard continuity. The proposed new Chairman is also already a member of the Board. The Board is also strengthened by the proposal of Bernt Magnusson with a great deal of experience from work on the boards of many large companies and his contribution to Pricer will be valuable.

Bernt Magnusson, born 1941, holds a Master of Political Science from the University of Uppsala. Bernt Magnusson is currently Chairman of Kwintet and member of the Board of Coor Service Management, Fareoffice, Höganäs, Net Insight, Nordia Innovation, Pharmadule and Volvo Car. Bernt Magnusson has held positions as President or Chairman in several large corporations in the past.

Fees to be paid to the Board of Directors and Auditors

Fees to the Board, until after the next Annual General Meeting, are proposed to amount to the following:

Total fees amount to SEK 1,250,000 allocated with SEK 450,000 to the chairman and SEK 200,000 to each member. This is a reduction of the total fees as the board is suggested to consist of five instead of six members but otherwise the same individual amounts as in the previous year. Fees or remuneration for committee work or work on the nomination committee are not proposed. Expenses for the work on the nomination committee however, are paid for by the company. Fees to the company Auditors are proposed to amount to approved invoices.

Chairman at the Annual General Meeting

Gunnar Mattsson, attorney-at-law at Advokatfirman Lindahl, is nominated to be the chairman at the Annual General Meeting.

Appointment of the Nomination Committee

The Chairman of the Board of Directors will contact the three largest shareholders and ask them to appoint one representative each to form the Nomination Committee together with also the Chairman of the Board. A fifth member representing the smaller shareholders shall also be appointed to the Committee.

The Annual General Meeting will be held at Scandic Infra City on April 24th at 2 pm and a notice will be published in the middle of March.

For further information, please contact:

Salvatore Grimaldi, Chairman of the Nomination Committee of Pricer AB: +46 8 545 044 10

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 4,500 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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