

# PRICER

## PRESS RELEASE

from Pricer AB (publ) March 13<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 9.00 am CET on Friday March 13<sup>th</sup>, 2009.

### **First major European DotMatrix™ ESL contract for Pricer and Toshiba TEC as Belgacom reaches for the sky**

Belgacom, the main telecommunications company in Belgium, has chosen the new generation Pricer DotMatrix™ ESL solution for its 90 mobile stores, with Toshiba TEC ensuring the implementation and support services. The total value of the order is 6 MSEK.

Belgacom selected the Pricer ESL solution to implement price automation and centralize the updates of product specifications and shelf locations in the stores. Other benefits of Pricer ESL are to improve competitive reactivity and modernize store design.

“We made a major technology leap here,” said Serge Jaroszewski, Shop Project and Site Development Manager at Belgacom. “All our Shops receive automatically and exactly at the same time the correct price information and the correct shelf location for each product from a single point of contact.”

“We are very pleased with Belgacom’s decision to roll out the DotMatrix™ solution in their stores”, says Charles Jackson, CEO at Pricer. “Retail telephony represents a major opportunity for Pricer and this win further increases our track record since the beginning of the year to provide the non food sector with ESL that fit their needs.”

Belgacom calculated that this frees up five man hours per month per shop as well as eliminates the costly and time-consuming distribution of bi-weekly printed price labels.

DotMatrix™ label offers full flexibility of display content because it is embedded with thousands of dots individually controlled by a microprocessor. The very fine pixilation of those dots translates into a rich, textural display with extreme detail. This means the screen can now display just about anything, from brand logos and feature/benefit bullet points to scan able barcodes and time based promotional messages. The technology also allows retailers to refresh information on demand without affecting the battery life because the display does not require energy after being refreshed.

TOSHIBA TEC started the roll out in February and will handle all maintenance and support for Belgacom’s dot matrix ESL technology program.

#### **About TOSHIBA TEC**

TOSHIBA TEC Europe (TERIS) manages product planning, marketing, sales, service support and distribution of point of sale systems, cash registers, scales, barcode printers, peripherals and software information systems throughout Europe, the Middle East and Africa. As a total solution provider, TERIS offers a complete package from consulting and system design to system installation, operation and maintenance. TERIS is an independent operating company of Toshiba Corporation, the sixth largest electronics/electrical equipment company and the world’s 72nd largest company in terms of sales.

#### **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 4,500 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](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**