

**PRICER**
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 16:00 hrs CET on Monday June 8th, 2009.

C-store segment of Casino moves forward with Pricer ESL

A first grouping of SPAR franchise stores in France recently signed for Pricer ESL system installations. SPAR is one of Casino's Convenience store (C-store) banners.

The frame agreement with Casino Group enabled Pricer to address the group's franchise formats. In late 2008, Pricer completed a successful pilot with the SPAR chain in France. "These first orders are not only the signal of Casino's ambition to move forward with Pricer ESL in all its formats", says Charles Jackson, CEO at Pricer, "but also the awakening of a new ESL segment in a very important market."

Further contracts are on the way. "The rhythm of orders allows us to expect strong adoption of Pricer ESL in Casino's convenience store branches", says Marc Poncet, Casino Key Account Manager at Pricer.

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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 4,600 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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