



## PRESS RELEASE

from Pricer AB (publ) May 20<sup>th</sup> 2011

### Insiders increase their shareholdings in Pricer

Executives in Pricer have increased their shareholdings in the company within the framework of the Employee Stock Option Plan that were offered to all employees in 2007 with expiration in June this year.

Chief Financial Officer Harald Bauer has increased his holdings, net, by 400,000 class B shares and thereafter owns 473,333 class B shares.

Vice President Business Development Nils Hulth has increased his holdings, net, by 300,000 class B shares also being his total holdings of class B shares.

Vice President Sales Oron Branitzky has sold 250,000 class B shares and will shortly subscribe to 1,050,000 class B shares. Branitzky will thereafter own 2,400,000 class B shares.

The number of shares is stated before the reverse split of shares that have record date on May 23rd. Later in May/June, the executives will be offered to acquire new options in the in the Employee Stock Option Program that was decided at the Annual General Meeting on May 4th 2011.

#### For further information, please contact:

Fredrik Berglund, CEO or Harald Bauer, CFO at Pricer AB: +46 8 505 582 00

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 15:00 hrs CET on Friday, May 20<sup>th</sup>, 2011.

*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 installations in more than 40 countries with the largest ESL world 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**