



## PRESS RELEASE

from Pricer AB (publ) June 10<sup>th</sup> 2011

### Pricer receives order from Cora in Belgium

Pricer has received an order from the Belgian subsidiary of the retailer Cora who will implement Pricer's ESL solution in six hypermarkets. The order value is SEK 5 million and it will be implemented by Pricer's partner Fujitsu. Cora started implementing Pricer's ESL solution in its French stores in 2010. The retailer is represented in six countries.

"We are very satisfied to continue the rollout in Cora's stores outside of France in addition to the continued rollout in France", says Fredrik Berglund, CEO at Pricer.

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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 14:00 hrs CET on Friday, June 10<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)

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