



PRESS RELEASE

from Pricer AB (publ) September 27th 2011

Pricer reaches success in Southern Europe - Receives orders for SEK 20 million

Pricer - listed on the OMX Nordic Exchange - has recently taken a number of orders in Southern Europe. There are several customers who have chosen Pricer's electronic shelf labels. The combined value of these orders is SEK 20 million and deliveries are expected in 2011.

The Pricer solution, sold through partners, will be installed in more than 40 supermarkets of varying design and size.

"It is very satisfying that our activities continue to be successful also in other parts of southern Europe than France. It is our experience that when we get a foothold in a new geographic market, new business usually follows", says Fredrik Berglund, CEO of 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 13:30 hrs CET on Tuesday, September 22nd, 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

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