

PRESS RELEASE

from Pricer AB (publ) February 14th, 2008

In its capacity as issuer, Pricer AB is releasing the information in this press release in accordance with the Swedish (2007:528) Securities Exchange Act. The information was distributed to the media for publication at 4 p.m on Thursday 14th of February, 2008.

Tesco chooses Pricer and Hebert Retail to deliver ESL platform and DotMatrix™ displays for new concept store

Tesco has ordered today 2,750 DotMatrix™ ESL from Herbert Retail and Pricer to be implemented by Herbert Retail in the dry-grocery department in April of 2008. This follows an earlier commitment for 400 DotMatrix™ in the deli counter for the same store. Tesco estimates that this technology will bring operational efficiency by reducing printing costs and labor dependency, labor which can then be redirected to servicing clients.

Tesco had earlier trialed another technology achieving some but not all of the promised benefits. "We are pleased by the size of the order," says Charles Jackson, Pricer CEO. "It is a clear signal when Tesco considers Pricer DotMatrix™ to be a mature scalable technology for their shelf edge display." DotMatrix™ ESL and signage are complementing most new Pricer ESL installations in Europe and the US. They offer retailers the ability to update price and information wirelessly in real time, and are especially suited for those product categories where simple segment based ESL can not display all the information required in an appealing paper-like way. DotMatrix™ relies on bi-stable electronic paper technology which requires little power but can offer a pixel-based display.

Tesco has chosen two different formats of DotMatrix™ ESL, the DM 90 and DM 106 (referring to the active display diagonal of 90 mm or 106 mm). The DM 90 will be for dry-grocery while the DM 106 will be integrated into the deli counter.

About Tesco plc:

Tesco plc is an international grocery and general merchandising retail chain. It is the largest British retailer by both global sales and domestic market share, and is the third-largest retailer in the world, behind Wal-Mart and Carrefour.

About Herbert Retail:

Herbert Retail supplies IT solutions to the major UK retailers. In the competitive UK retail market, customer service has become a key aspect of strategy.

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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 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 nearly 4,000 installations across three continents with approximately 60 % 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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