



# 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 (2007:528) Securities Exchange Act. The information was distributed to the media for publication at 2:45 p.m. on Tuesday June 24<sup>th</sup>, 2008.

## Pricer selected as the ESL supplier for Casino's integrated chains

Pricer has been selected as the sole supplier for the Casino Group to provide electronic shelf label (ESL) solutions, system integration and support services over the next two years.

Casino is amongst the largest retailers in Europe and a leader in store automation and one of the earliest to deploy ESL. Since 2002, over 6,500,000 ESLs have been implemented in Casino stores across 110 hypermarkets and 300 supermarkets. As the first installations are due for renewal, Casino will begin modernizing and upgrading existing installations as well as extending ESL into new store areas and new stores within the group. Pricer and Casino will also collaborate strategically to develop new ESL concepts and functionalities, reinforcing Casino's Customer Loyalty Strategy and delivering higher added value to both store organization and store sales operations (price, promotion and merchandizing optimization).

"This is one of the most important projects we have ever won," says Charles Jackson, President of Pricer. "Casino is one of the world's largest ESL users today and their choice is testimony to Pricer's technology both in terms of scalability as well as capability."

Casino evaluated ESL systems as well as next generation systems as part of their comprehensive review. "We are proud to have been selected after Casino's thorough analysis of ESL suppliers and industry," says Oron Branitzky, Vice President of Sales for Pricer. "Retailers installing Pricer's system are doing so with an understanding of our consistent lowest total cost of ownership and forward compatibility."

"This is only the second time in the industry a major retailer with such a great background and knowledge of ESL has arrived at their ESL replacement cycle," says Marc Poncet, Casino Key Account Manager at Pricer. "And again, Pricer was chosen as the most reliable partner today and for the future."

### About Casino

With over 10,000 stores around the world, Casino has gained a leading edge in the French food retail trade. Devoted to customers service in France with its Géant Hypermarkets, Casino Supermarché, Casino Cafétéria, Monoprix, Leader Price, Franprix, chains as well as its convenience stores Casino's sales in its domestic market accounted for about €18B in 2007. The group employs over 200,000 people of which about 40% are in its domestic market.

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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 close to 4,000 installations in over 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](http://www.pricer.com)*

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