



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 Securities Exchange Act. (2007:528) The information was distributed to the media for publication at 9:00 hrs CEST on Tuesday November 4th, 2008.

Pricer secures new Danish roll out of 75 pharmacies

A second large chain of pharmacies in Denmark, Ditapotek, has signed an agreement to equip their member stores with Pricer electronic shelf labels (ESL). In total 75 pharmacies will be implemented during the first quarter of 2009 and supported by Pricer's local partner NNIT. The contract is valued for approximately 10 MSEK.

"In choosing the Pricer system," says Niclas Qvist, Nordic Area Sales Manager, "Ditapotek secures its investment in ESL. At this stage, the stores have chosen Pricer's segment based ESLs, with the option to upgrade their ESL to the new generation DotMatrix pixel based displays."

About NNIT

NNIT A/S is one of Denmark's leading consultancies in IT development, implementation and operations. For more information on NNIT, visit www.nnit.com

For further information, please contact:

Charles Jackson, CEO Pricer AB: +46 8 505 582 00

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 over 4,100 installations in more than 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

Pricer AB (publ)
Bergkällavägen 20-22
SE-192 79 Sollentuna
Sweden

Website: www.pricer.com
Telephone: +46 8 505 582 00
Corporate Identity number: 556427-7993