

# **PRICER** **PRESS RELEASE**

from Pricer AB (publ) December 10<sup>th</sup> 2009

## **Pricer extends ESL leadership with next generation graphic ESL deployment**

*In another industry first, Pricer was awarded the contract for the full roll out of new graphic ESLs, DotMatrix™, throughout the 85 store fresh food department within the successful Grand Frais concept in France.*

The retailer had evaluated Pricer DotMatrix™ graphic ESLs for about six months to run concurrently with existing Pricer ESL solutions under the same infrastructure. The rollout of approximately one thousand DotMatrix™ ESLs per store started in December and will be completed by the end of the first quarter 2010. Pricer DotMatrix™ offers all the benefits of ESL with the flexibility of paper-like graphic displays. The Pricer system is the only scalable system able to support both display technologies, segment-based and graphic-based ESL, all under the same infrastructure, providing value, performance and investment protection to retailers.

"While many new entrants in the ESL industry are testing their concepts, we are already deploying full chain solutions around the world, whether in Japan, in Belgium, or in France," says Charles Jackson, CEO at Pricer. "Pricer is committed to creating market leading products that build value for our existing and new customers. We are proud of the trust these Class A retailers continue to place with us."

"No one wants to buy untested technology," says Philippe Goas, Area Manager Middle Europe at Pricer, "and while Grand Frais is considered an innovator in the French retail market, they certainly don't want to spend their time innovating in ESL. They need advanced proven solutions." And adds, "this third deployment shows the client's satisfaction with the Pricer system, the reliability of our solution and the operational benefits of our DotMatrix™ and segment ESL under one roof."

### **About Grand Frais:**

Grand Frais is the leading French retail chain in traditional fresh food segment. The Grand Frais store concept consists of having each store department managed by a specialized retailer. The Grand Frais chain currently counts 85 stores in France, with an average store surface of 1000 m<sup>2</sup> and approximately 15 new stores per year.

### **For further information, please contact:**

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

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 11:30 hrs CET on Thursday December 10<sup>th</sup>, 2009.

**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 5,300 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](http://www.pricer.com)

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

**Website:** [www.pricer.com](http://www.pricer.com)  
**Telephone:** +46 8 505 582 00  
**Corporate Identity number:** 556427-7993