

## Leading French DIY retailer Castorama deploys Pricer ESL

Castorama, the 2nd largest retailer in French Do-It-Yourself (DIY) industry, part of the Kingfisher Group, recently signed a frame agreement to roll out Pricer ESL across France. The first 19 stores will be completed during the first half of this year for a total order value of 57 MSEK.

Castorama will implement from 45,000 to 75,000 ESL per store enabling staff to save time on daily routine and be more available for sales and other value added tasks. Today, Castorama uses four pages on Pricer ESL to display price and product management information such as next delivery dates and stock quantities.

"This agreement is a first of its kind and demonstrates how Pricer can help other important retail segments manage and support their core activity – serving customers", says Charles Jackson, CEO at Pricer. "Castorama is the first major European DIY retailer to trigger a nationwide ESL deployment and we are proud to have secured this significant contract", M. Jackson adds.

Castorama had evaluated three different systems and piloted two over a year ago. After a successful pilot combining segment and graphic displays, Pricer won the next step of implementing a full store pilot in the Paris area with 40,000 ESL. Castorama finally selected Pricer infrared ESL to implement in their 105 stores. "Pricer was able to offer the most scalable two-way ESL solution," says Philippe Goas, Area Manager Middle Europe at Pricer."

## **About Castorama and Kingfisher**

Castorama, French DIY banner founded in 1969, is the 2nd largest DIY retailer in France. Castorama holds 20% market share in France. The average surface of a store is about 7,500 m<sup>2</sup>. Castorama is part of the Kingfisher group since 2002

Kingfisher is the n°3 DIY retailer worldwide and has nearly 660 stores in 8 European countries. Kingfisher group have under their banner Brico Dépôt in France, B&Q, Screwfix Direct and Trade Depot, and have a strategic alliance with Hornbach, one of the leading DIY retailers in Germany with 120 stores.

## For further information, please contact:

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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 14:00 hrs CET on Tuesday May 4<sup>th</sup>, 2010.

**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 about 5,400 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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