

Pricer Rolls Out at Verizon Wireless Premium Retailer, The Cellular Connection

The Cellular Connection, Midwest USA's largest Verizon Wireless Premium Retailer, selected Pricer's Dot Matrix displays for a company-wide roll out in all of its retail stores. Pricer's graphic Electronic Shelf Labels (ESL) are being installed at 215 company owned locations selling mobile telephones and other wireless devices and accessories. This project is valued at approximately 7 MSEK and installations are expected to be completed by the end of 2011. Implementation and support is carried out by Pricer's partner, MarginMate.

"We are proud to have been selected by this national retailer," says Charles Jackson, Pricer's CEO. "This is the first roll out in a non-food retailer in America and reflects the growing awareness of ESL value in implementing corporate pricing and merchandising policy."

"We selected Pricer's graphic Dot Matrix ESLs due to their versatility, low power consumption and excellent readability from all angles. The Dot Matrix solution enables us to display and change product information, prices and other operational related data accurately and efficiently," says Scott Moorehead, The Cellular Connection CEO. "Our staff is now able to provide better service to our customers, and our stores have the look and feel of an innovative industry leader, which we are."

About The Cellular Connection: The Cellular Connection has more than 300 locations across 16 states. Founded in Marion, Indiana in 1991 by Steve and Phyllis Moorehead, the Cellular Connection owes its success to its ability to hire top-notch professionals who understand the meaning of customer service. For media inquiries, please contact Amanda Holley at 317.202.2280 x19 or email at amanda@dittoepr.com. To learn more about The Cellular Connection, or to find a location near you, please visit www.ecellularconnection.com.

About MarginMate: MarginMate is a system integrator serving North America with innovative, state-of-the-art technology for price management in the retail sector, displaying price and product information via ESL on store shelves, supported by leading-edge software and systems integration. The founders of MarginMate have a long history of highly successful project management and technology integration experience, assembling a best-inclass team to provide efficient, cost-effective solutions to meet retail challenges. Contact MarginMate at info@marginmate.com for additional information.

For further information, please contact:

Charles Jackson, CEO, or Harald Bauer, CFO, 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 11:00 hrs CET on Thursday July 29th, 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

Pricer AB (publ) Bergkällavägen 20-22 SE-192 79 Sollentuna Sweden Website: www.pricer.com Telephone: +46 8 505 582 00

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