

PRiCER

PRESS RELEASE

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Cora rolls out Pricer's ESL system throughout France

Cora has decided to roll out Pricer Electronic Shelf Label system in all its remaining 50 hypermarkets. The project value is about 50 MSEK. Cora is planning to install 20 stores before the end of the year and the rest during 2011-2012.

"We are proud to be selected by Cora for this ambitious plan. Cora has already made nine installations with Pricer before committing to a full chain deployment in the rest of the stores. The ESL system will be used to implement dynamic pricing strategies and also for improving their store operations", says Fredrik Berglund, CEO at Pricer.

About Cora

Cora France operates 59 hypermarkets with over 550 000 m² of floor space in France. Cora belongs to Louis Delhaize Group which is listed on both Euronext Brussel (ticker symbol: DELB) and the New York Stock Exchange (ticker symbol: DEG). The group operates hyper- and supermarket chains in France, Belgium, the United States and other countries. Revenue amounted to 19.9 billion euro in 2009.

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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 10:00 hrs CET on Monday September 13th, 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 5,800 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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