

Castorama deploys Pricer's ESL system in 30 additional stores

Castorama has committed to equipping an additional 30 stores with Pricer's Electronic Shelf Labels (ESL). Deliveries and installations of the electronic shelf label system will be completed during 2011. The project value for Pricer will be approximately 50 MSEK. Castorama operates 102 stores in France, of which 20 are already equipped with the Pricer electronic shelf label system in 2010.

"The planned expansion of the project in 2011 is the best proof of the success and the smooth implementation of the Pricer ESL system", says Fredrik Berglund, CEO at Pricer. "It also demonstrates that the business case for ESL at DIY stores is at the same level as in the food sector and that central control is crucial for today's integrated retail chains."

About Castorama and Kingfisher

Castorama is one of the leading DIY retailers in France with 102 stores across the country and a staff of 12,000 people. Castorama is part of Kingfisher plc, Europe's leading home improvement retail group and the third largest in the world, with over 840 stores in eight countries in Europe and Asia. Its main retail brands are Castorama, Brico Dépôt, B&Q and Screwfix. Kingfisher also has a 50% joint venture business in Turkey with the Koç Group, and a 21% interest in, and strategic alliance with Hornbach, Germany's leading large format DIY retailer.

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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 15:00 hrs CET on Tuesday December 7^h, 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 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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