



PRICER

PRESS RELEASE

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Pricer enters into strategic cooperation with Coop – Signs a framework agreement for shelf labels in the Nordic countries

Pricer has signed a framework agreement with Coop for the implementation of electronic shelf labels (ESL). In a first phase 15-20 stores will implement the Pricer solution. The initial order value is estimated to 15 MSEK however, a total greater order value is expected over the next few years.

Coop is since long customer to Pricer. This more comprehensive cooperation will strengthen the relation in the Nordic countries.

"Coop is a large and important actor with over 4,000 stores in the Nordic retail market. The retail group has been able to evaluate and see the benefits of our system for several years" says Fredrik Berglund, CEO of Pricer.

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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 13:00 hrs CET on Thursday January 20th, 2011.

***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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