



PRICER

PRESS RELEASE

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Pricer alters the license agreement with Ishida – Receives an order for SEK 40M

Pricer and Japanese Ishida have agreed to revise the license agreement signed in 2007.

The agreement includes that Ishida has placed orders for ESL equipment valued at SEK 40M to be delivered in 2011 – 2012. Additionally, Ishida will pay 50 percent more in unit royalties per installed graphic display. Furthermore, Pricer will waive the remaining SEK 13M in license fees that Ishida was supposed to pay in the beginning of 2011.

“The revised agreement is an effect graphic labels having developed slower than initially anticipated within the Japanese market. However, we have recently seen an increasing demand for ESLs,” says Fredrik Berglund, CEO of Pricer.

Ishida is partner to Pricer in Japan since close to fifteen years and has so far installed Pricer ESLs in over 1,500 stores.

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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 Monday February 21th, 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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