



## **PRESS RELEASE**

from Pricer AB (publ) March 8<sup>th</sup> 2011

### **Soriana signs a new contract with Pricer for additional 150 stores**

Mexico's second largest retailer, Soriana, has signed an additional contract for the installation of 150 stores with Pricer electronic shelf labels to be delivered during 2011 and 2012. The value of the contract is estimated at SEK 50M. Installations have started and more than half of the project is expected to be completed this year.

"We are very proud of signing the new deal with Soriana", says Fredrik Berglund, CEO of Pricer. "We were given the opportunity at the end of 2009 to install our solution in the first stores after Soriana tried another vendor, and the additional new contract is proof of the level of satisfaction and trust the customer has with Pricer."

Soriana has already installed Pricer's solution in about 100 stores and is using ESL both to ensure price integrity and to improve the stores' daily operations and procedures. The scalability of the Pricer ESL solution enables the group to install the system in various store formats, from convenience stores to hypermarkets.

#### **About Soriana**

Soriana is Mexico's second largest grocery retail chain with more than 800 stores in over 200 cities across the country and over \$8B revenues in 2010. The group was founded in 1968 and is headquartered in Monterrey, Mexico. All store formats are represented within Soriana, from "Hipermart" hypermarkets to "Super City" convenience stores and supermarkets (about 5,000 m<sup>2</sup>) operating under the "Mercado Soriana" banner.

#### **For further information, please contact:**

Fredrik Berglund, CEO or Harald Bauer, CFO at 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 15:00 hrs CET on Tuesday March 8<sup>th</sup>, 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](http://www.pricer.com)

**Pricer AB (publ)**  
**Bergkällavägen 20-22**  
**SE-192 79 Sollentuna**  
**Sweden**

**Website: [www.pricer.com](http://www.pricer.com)**  
**Telephone: +46 8 505 582 00**  
**Corporate Identity number: 556427-7993**