PRESS RELEASE

from Pricer AB (publ) June 30th 2011

Pricer increases the number of shares by 0.7 %

In June, Pricer issued 797,610 Class B shares in relation to an option program for employees. The total number of shares has increased to 107,500,414, an increase of 0.7 %. This information is made public in accordance with the Swedish law on trading with financial instruments (“lagen om handel med finansiella instrument”).

Class of shares 2011-06-30

Class of shares	No. of shares	Votes per share	No. of votes
Class A	225,822	5	1,129,110
Class B	107,274,592	1	107,274,592
Total number of shares and votes	**107,500,414**		**108,403,702**

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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 Thursday, June 30th, 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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