



## **PRESS RELEASE**

from Pricer AB (publ) January 4<sup>th</sup> 2012

### **Pricer obtains additional order from US retail chain – Food retailer installs in another 52 stores**

Pricer has received a firm indication from a larger food retail chain in the US that it will continue its investments in Pricer's system for price changes. The planned orders are worth the equivalent of SEK 25 M.

The customer, who due to competition has chosen to remain anonymous, has already installed the Pricer electronic shelf label system in 92 stores. The new indicated installations include 52 stores.

"As this type of order demonstrates, our customers appreciate that our system for price information creates significant value. The link between our solution and a quick increase in profitability often leads to these sorts of long-term customer relationships", says Fredrik Berglund, CEO of Pricer.

Installations will take place during 2012.

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

Fredrik Berglund, CEO 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 13:15 hrs CET on Wednesday, January 4<sup>th</sup>, 2012.

**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**