



PRESS RELEASE

from Pricer AB (publ) March 1st 2012

Pricer receives order from Spain – Alimerka places an order for 50 stores worth SEK 7 million

The Spanish supermarket chain Alimerka is, through this order, taking the first step towards implementing Pricer's price and information system in its 173 supermarkets. The initial order is for 50 stores and is worth SEK 7 million.

"We see this as a sign of strength for our electronic shelf label solution. We can help retailers quickly and cost-effectively change their prices, which is particularly important considering the weak Spanish economy", says Fredrik Berglund, CEO of Pricer.

Alimerka is based in Asturias in Spain and has 173 medium-sized supermarkets in the province of Asturias and in the autonomous regions of Castile-Leon and Galicia. The retailer intends to implement the Pricer system in all its stores as they are being upgraded or newly built.

Installations will take place during 2012.

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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, March 1st, 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. 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 close to 50 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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