



## **PRESS RELEASE**

from Pricer AB (publ) July 17<sup>th</sup> 2012

### **One of the world's leading retailers selects Pricer's Graphic E-Paper labels for its stores – Initial order value of SEK 20 M**

Pricer has received a substantial order from one of the top 25 retailers worldwide. The retailer has asked to remain anonymous. The order is for the most advanced system for electronic shelf edge information using DotMatrix graphic electronic paper labels. Initially the solution is being implemented in 15 integrated stores as well as some franchised stores in Europe. The order value amounts to SEK 20 M.

Electronic Shelf Label systems are going through important changes with regards to the quantity of information displayed on the labels. Graphic labels can display significantly more information than just price of the product, helping both the retailer and the consumer.

"This is a remarkable milestone for Pricer" says Fredrik Berglund, CEO of Pricer. "This is the first time an international Tier one retailer starts to roll out graphic labels throughout the entire store. We are confident that this project will expand and that the retailer will cover more or all its store formats."

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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 08:30 hrs CET on Tuesday, July 17<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. 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](http://www.pricer.com)

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