



PRESS RELEASE

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Pricer wins the largest project ever in the market

- The estimated value exceeds SEK 300M

One of the 15 largest retail chains in the world, with its base in France, has selected the Pricer solution of price- and information systems for deployment in its stores throughout France. The project covers initially over 600 stores of several store formats and includes both new installations and upgrading. The total estimated value of the project exceeds SEK 300M. The installations in France are due to start in Q3 2012 and the goal is to complete the rollout within three to five years.

In terms of number of stores, this is the largest project ever assigned to a supplier of electronic shelf labels (ESL).

The customer also has the intention to deploy the Pricer solution in its chains in other parts of the world, such as South America and Thailand.

“The customer has been using our solution since 2004 and was now looking for a modern system that will be the basis for implementing pricing strategies as well as bringing operational efficiency to the shop floor” says Fredrik Berglund, CEO of Pricer. “The retailer did full scale pilot installations with all the leading ESL manufacturers and we are proud to note that the customer experienced that our solution best respond to their needs”.

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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 11:00 hrs CET on Tuesday, July 31st, 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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