



PRESS RELEASE

from Pricer AB (publ) October 11th 2012

Appointment of the Nomination Committee

In accordance with the decision at the Annual General Meeting on April 25th, 2012 Pricer's Chairman of the Board Peter Larsson has contacted the company's largest shareholders during September to form a Nomination Committee. Subsequently, the shareholders agreeing to participate in the work of the Nomination Committee each nominated a representative.

The shareholders and representatives comprising the Nomination Committee, in addition to the Chairman of the Board Peter Larsson, are:

Salvatore Grimaldi, SAGRI Development AB (also appointed chairman of the Committee)
Thomas Bill, Monterro Holdings Ltd
Frank Larsson, Handelsbanken fonder AB
John Örtengren, Aktiespararna (The Swedish Shareholders' Association)

As of September 30, 2012, these shareholders combined represented close to 20 percent of the votes in Pricer AB.

The Nomination Committee will form a proposal comprising among other matters Board of Directors, Chairman of the Board, fees to the Directors and auditors. The Annual General Meeting is planned for April 2013.

Shareholders wishing to submit proposals to Pricer's Nomination Committee can contact the Committee by e-mail at ir@pricer.com or by letter to: Pricer AB, Attention: Valberedningen, Box 215, S-101 24 Stockholm, Sweden.

For further information, please contact:

Fredrik Berglund, CEO or Harald Bauer, CFO 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 15:30 hrs CET on Thursday, October 11th, 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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