



## **PRESS RELEASE**

from Pricer AB (publ) April 10<sup>th</sup> 2013

### **Pricer wins the largest order for a single store**

**Pricer has been assigned to do the largest installation ever so far of graphic labels in a single store. One of the largest retailers worldwide has placed an order for over 100,000 labels for one of its stores. The order value exceeds SEK 6 million.**

The order follows a longer process in which the customer has evaluated available solutions with graphic labels.

“We are pleased to see the growing interest for graphic displays. The advantage with these displays is that they show both price and other important information. They replace paper and supports dynamic pricing. Furthermore, graphic labels can be used as a tool for increasing sales and improving the shopping experience in the store”, says Fredrik Berglund, CEO of Pricer.

The graphic labels are installed during the second quarter and will be used as a case study for all store areas & departments.

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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 15:40 hrs CET on Wednesday, April 10<sup>th</sup>, 2013.

**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 over 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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