



PRESS RELEASE

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Soriana equips another 120 stores with Pricer **Contract value estimated at SEK 30 M**

Mexico's second largest retailer, Soriana S.A has signed a new contract with Pricer. Under this contract, Soriana intends to equip at least 120 additional stores with Pricer's Electronic Shelf Label system during the years 2013 and 2014. Pricer estimates the contract to be at a value of over SEK 30 M. Upon signing the contract Soriana placed an order for 27 stores to be delivered during the second quarter this year.

"We are very excited to see Soriana moving forward with ESL", says Fredrik Berglund, Pricer's CEO. "This retailer has installed over 100 stores with ESL of another vendor before moving to Pricer and installing so far 250 stores with us."

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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 15:00 hrs CET on Tuesday, June 18th, 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

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