



PRESS RELEASE

from Pricer AB (publ) September 19th 2013

French Intermarché selects Pricer – Estimated order value for 2013 - SEK 50M

Pricer has won a procurement process conducted by France third largest grocery retailer, Intermarché. The retailer has selected Pricer Electronic Shelf Label system for the stores in France that are not yet equipped with this solution.

The Intermarché Group incorporates some 1,800 stores with independent retailers each one deciding if and when to invest. This makes it difficult to estimate the value of the total deal. For 2013 the order value is estimated to SEK 50M. A total of 350 stores are yet missing ESL systems.

"We are pleased to confirm our position in the French market and at the same time contribute to the continued development of Intermarché." says Fredrik Berglund, Pricer's CEO.

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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 Thursday, September 19th, 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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