



## PRESS RELEASE

from Pricer AB (publ) October 11<sup>th</sup> 2013

### Success for Pricer in Canada

**Patrick Morin chooses Pricer - Value of the project estimated to SEK 10M**

The Do-It-Yourself retail chain Patrick Morin, in Montreal, Canada, has decided to equip its 17 stores with Pricer systems. After a thorough investigation of the various available alternatives the retail chain decided for Pricer. The project is managed through the partner JRTEch Solutions who is responsible for the customer contacts and installations of the system. The total value of this project is estimated to SEK 10M.

“Patrick Morin is the first retail chain in Canada to move towards a complete integration of all its stores with electronic shelf label systems, which clearly shows its vision and dynamism and will enable to adopt a price optimization strategy”, says Fredrik Berglund, CEO of Pricer.

**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 14:30 hrs CET on Friday, October 11<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)*

**Pricer AB (publ)**  
**Västra Järnvägsgatan 7**  
**SE-111 64 Stockholm**  
**Sweden**

**Website: [www.pricer.com](http://www.pricer.com)**  
**Telephone: +46 8 505 582 00**  
**Corporate Identity number: 556427-7993**