



PRESS RELEASE

from Pricer AB (publ) March 4th 2014

Norwegian retailer chooses Pricer electronic shelf labels

Pricer's partner in Norway, PSI Systems, has signed a frame agreement with a Norwegian retailer to equip its stores with the Pricer system.

-We are pleased with this significant project and the rapid development for price and information systems from Pricer in the Nordic region, says Harald Bauer, Pricer 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 14:30 hrs CET on Tuesday, March 4th, 2014.

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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