



PRESS RELEASE

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Carrefour resumes ESL deployment

Carrefour France has notified that it continues with installations of Pricer's system in line with the agreement awarded in September 2010. Installations were put on hold during 2012 and have now resumed.

"I am pleased that the work with Carrefour is on-going. The project includes both upgrades of existing installations in mainly hypermarkets as well as implementation of Pricer's solution in other store formats" says Fredrik Berglund, CEO of Pricer.

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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 Wednesday, April 3rd, 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 close to 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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