

**PRICER**  
**PRESS RELEASE**  
from Pricer AB (publ) April 20<sup>th</sup> 2010

## **Pricer rolls out ESL with leading Italian hypermarket chain Il Gigante**

**Il Gigante, a major food retailer chain in Italy operating 43 hypermarkets, made a rollout decision for Pricer ESL to speed up price change execution and reduce operational costs.**

Il Gigante is characterized by hypermarkets ranging from 3,000 m<sup>2</sup> to 9,000 m<sup>2</sup> and mostly located in the Milan region. The first five Il Gigante hypermarkets will be equipped with the Pricer ESL system before June 2010. The rollout program is to be completed by end 2011 for a total value of over 20 MSEK. "The fact that yet another leading Italian retailer chooses the Pricer system in this highly competitive region is a great success for us," says Charles Jackson, CEO at Pricer. Pricer is, with its master distributor Nicolis Project, in Italy since 2005 and has more than 350 store installations with major food and non-food retail banners.

The rollout decision follows a successful pilot installation in Milan in October 2009. "ESL will build price reactivity to increase customer satisfaction and support and improve operations," says Stefano Nicolis, CEO at Nicolis Project.

Central monitoring was a key part of the decision. Pricer's two-way system allows central IT and store managers to monitor and support store employees and limit shrinkage. Il Gigante IT have implemented a full stock support function displayed at the shelf edge by Pricer's segment-based Continuum ESL. Continuum offer multiple page registers to store and display all the product information on the ESL allowing store managers to check at the shelf edge the article turnover, inventory and re-ordering decision thus bringing decision making and analysis where it should be, on the shop floor. Il Gigante has looked at using the ESL to its full potential and has even adapted ESL to their own operations such as using it to monitor from head office the presence of discontinued articles.. Il Gigante today is using eleven + four pages on Continuum ESLs.

Pricer's segment-based ESL range also provides a unique feature named ADS (Automated Display price Scenarios), PowerPoint-like\* communication at the shelf edge. ADS enable to display animations and transitions, such as bundle packs, loyalty card price, promotional sequence messaging, providing more flexibility to product promotion. "Il Gigante implemented ADS to communicate easily with their customers and support a dynamic pricing policy," adds M. Nicolis.

\* PowerPoint is a product and a brand owned by Microsoft Corporation

### **About Il Gigante**

Il Gigante group was founded in 1972. Their hypermarkets are mainly located in the Northern regions of the country, especially Lombardy, Emilia-Romagna and Piémont.

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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 12:00 hrs CET on Tuesday April 20<sup>th</sup>, 2010.

*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. Pricer is the only company today offering a communication platform that supports both segment based ESL and pixel-based ESL. 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 about 5,400 installations in more than 40 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)*

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