



## PRESS RELEASE

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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 10:00, hrs CEST on Tuesday October 14th, 2008.

### Appointment of the Nomination Committee

In accordance with the decision at the Annual General Meeting on April 1, 2008 Pricer's board chairman Akbar Seddigh has during September contacted the company's largest shareholders to form a Nomination Committee. Subsequently, the shareholders agreeing to participate in the work of the Nomination Committee each nominated a representative.

The shareholders and representatives comprising the Nomination Committee, in addition to the chairman of the board Akbar Seddigh, are:

Salvatore Grimaldi, SAGRI Development AB  
Teodore Jeansson, private and through company  
David Goldschmidt, Brightman Almagor Friedman Trustees  
John Örtengren, Aktiespararna (The Swedish Shareholders' Association)

Combined, per September 30, 2008, these shareholders represented over 27 percent of the votes in Pricer AB.

The Nomination Committee will form a proposal to the Board of Directors and prepare other matters prior to the Annual General Meeting planned for April 2009. The Committee's assignment remains effective until a new Nomination Committee is appointed.

Shareholders wishing to submit proposals to Pricer's Nomination Committee can contact the Nomination Committee by e-mail at [ir@pricer.com](mailto:ir@pricer.com) or by letter to: Pricer AB, Attention: Valberedningen, Bergkällavägen 20-22, S-192 79 Sollentuna, Sweden.

#### For further information, please contact:

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*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 over 4,000 installations in more than 30 countries with approximately 60 percent 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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