



PRESS RELEASE

from Pricer AB (publ) March 27th, 2008

In its capacity as issuer, Pricer AB is releasing the information in this press release in accordance with the Swedish (2007:528) Securities Exchange Act. The information was distributed to the media for publication at 16:30 p.m on Thursday 27th of March, 2008.

Proposal of the Nomination Committee

The Nomination Committee has the following proposal to pass to the Annual General Meeting:

Item 2: Election of Chairman at Annual General Meeting

Gunnar Mattsson, attorney-at-law at Advokatfirman Lindahl, is nominated to be the chairman at the Annual General Meeting

Item 10: Determination of fees to be paid to the Board of Directors and Auditors

Fees to the Board, until after the next Annual General Meeting, are proposed to amount to the following:

Total fees to amount to SEK 1,525,000 allocated as follows: The Chairman receives a fee of SEK 450,000, the Vice Chairman SEK 275,000 and other Board members SEK 200,000 each. This is an increase over last year from a total SEK 800,000. Fees or remuneration for committee work or work on the nomination committee is not proposed. Expenses for the work on the nomination committee, however, are paid for by the company. Fees to the company Auditors are proposed to amount to approved invoices.

Item 11: Election of the Board of Directors

The Board of Directors should consist of six members. Reelection is proposed for Daniel Furman, Magnus Schmidt and Akbar Seddigh. As new Board members Michael Bragd, Bo Kastensson and Peter Larsson are proposed. Elie Barr and Jan Forssjö have declined reelection. Akbar Seddigh is proposed as Chairman of the Board.

Mikael Bragd, born 1962, holds a BA-degree in Marketing and Finance from Stockholm School of Economics and is since 2005 Senior Vice President and Head of Electrolux North. Mikael Bragd has also worked in Speed Ventures, Duni, Pepsi Cola and Procter & Gamble.

Bo Kastensson, born 1951, holds a BA-degree from University of Lund. Bo Kastensson is chairman of Coromatic Group AB, Caretech AB and Doro AB and he has previously worked in Bewator, Sensistor and Metric among other companies.

Peter Larsson, born 1964, holds a BS-degree in computer and system science from University of Stockholm. Peter Larsson is since 2006 CEO of EPIserver AB and has previously worked in Protect Data, Pointsec and Ericsson among other companies.

Item 12: Election of auditor

Reelection of KPMG Bohlins AB.

For further information, please contact:

Salvatore Grimaldi, Chairman of the Nomination Committee of Pricer AB: +46 8 505 582 00

Pricer provides the retail industry's leading electronic display and Electronic Shelf Label (ESL) platform, solutions, and services for intelligently communicating, managing, and optimizing product information on the shop floor. The platform is based on a two-way communication protocol to ensure a complete traceability and management of resources. The Pricer system significantly improves consumer benefit and store productivity.

Pricer, founded in 1991 in Uppsala, Sweden, offers the most complete and scalable ESL solution. Pricer has nearly 4,000 installations across three continents with approximately 60 % 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

Pricer AB (publ)
Bergkällavägen 20-22
SE-192 79 Sollentuna
Sweden

Website: www.pricer.com
Telephone: +46 8 505 582 00
Corporate Identity number: 556427-7993