

Trading on NASDAQ OMX First North starts today

Today March 14, 2014, is the first day of trading in Brighter AB (publ) on NASDAQ OMX First North. The share's ticker name is BRIG and the ISIN number is SE0004019545.

Brighter AB (publ), founded in 2007, offers a new method simplifying diabetes self-care through its patented solution, Brighter One™. Launch of Brighter One™ is planned for the second half of 2014. As of March 14, 2014, Brighter's share is traded on NASDAQ OMX First North.

"Today we start a new phase where we, after having brought in new strategically important investors into the shareholder base and raised over SEK 35 million from new and existing shareholders, make our share accessible to a larger group of investors by moving to First North. We will now put all our time and efforts into our solution to provide an easier everyday life for millions of diabetics all over the world," says Brighter's CEO Truls Sjöstedt.

Brighter is traded on NASDAQ OMX First North under the ticker name BRIG. The share's ISIN number is SE0004019545. Pareto Securities is Brighter's Certified Adviser and liquidity provider.

For further information, please contact:

Henrik Norström, acting CFO Brighter AB (publ)

Telephone: +46 733 40 30 45

E-mail: henrik.norstrom@brightercompany.com

Truls Sjöstedt, CEO Brighter AB (publ)

Telephone: +46 709 73 46 00

E-mail: truls.sjostedt@brightercompany.com

About Brighter AB (publ)



Brighter One™ – the patented all-in-one solution that combines the five things that millions of diabetics need to use several times every day to survive and feel well.

Brighter develops and commercializes innovative solutions for diabetes self-care. The Company's shares are listed on NASDAQ OMX First North. More information is available at www.nasdaqomxnordic.com.

For more information: www.brightercompany.com

Follow us on: www.facebook.com/brightercompany