



PRESS RELEASE

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Pricer strengthens management and its international operations

Nasdaq OMX listed Pricer AB, the global market leader in Electronic Shelf Labels, will strengthening the organization team with the following positions:

Jonas Vestin will take office as CEO at Pricer as of August 14th. Jonas Vestin brings to Pricer extensive international experience that he gained during his 16 years with Oracle and thereafter with Eltel Networks.

Gary Glaser joined Pricer recently as a Director for Pricer Americas. Gary brings with him over 20 years of experience at leading technology providers to the retail market in both North and Latin America. Among his positions, Gary was VP Sales & Marketing at Datalogic Mobile Americas, Channels Sales Director at Datalogic and Sales Director Latin America at PSC. Gary will be based at Pricer's office in Atlanta, US.

Luis Lui joined Pricer in early June as Area Sales Manager for Asia, based at Pricer Asia office in Hong Kong. Luis has extensive sales experience that he gained at Fujitsu and Wincor-Nixdorf.

"I'm very pleased that we now are in the position to strengthen our international sales activities in the key US and Far East markets" says Harald Bauer; Pricer's CEO (acting).

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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 16:00 hrs CET on Tuesday, June 10th, 2014.

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 over 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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