

PRICER

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 (2007:528) Securities Exchange Act. The information was distributed to the media for publication at 4:15 pm on Thursday January 31, 2008.

METRO C&C ACCELERATES ESL DEPLOYMENT

Metro Cash & Carry Germany, a unit of the world's third largest retailer, has accelerated their deployment of their ESL upgrade program in Germany. Orders have been placed for the replacement of all labels in the last 18 Cash & Carry stores with a total value of over SEK 20 Million (3.1 MUSD) with deliveries taking place during Q1 and Q2 2008.

The program was launched in September 2006 and was planned over three years, but store demand has led the company to accelerate the deployment as well to expand the program worldwide.

"Since the original agreement, Pricer has been committed to providing Metro with the industrial flexibility to manage their ESL program," said Charles Jackson, CEO of Pricer. Today, Metro has installed over 100 Cash and Carry stores with Pricer in more than 8 countries. "The fact that two of the world's largest retailers have selected ESL and Pricer is a source for pride within our organization. We see both retailers taking us to more than 20 countries now, making wireless shelf display for price and stock control a standard for their store operation."

About Metro:

Metro Group operates in 30 countries and employs approximately 250,000 people worldwide. The company is divided into four business units Cash & Carry, Food Retailing, Nonfood Specialty Stores and Department Stores, serving both businesses and consumers. Brand names like Metro Cash & Carry, Real, Media Markt, Saturn and Galeria Kaufhof are all well known in the market.

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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 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

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