

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 3:15 p.m on Thursday January 31, 2008.

Eroski's integrated Hypermarkets choose Pricer ESL

Spain's second largest retailer, Eroski, has placed an initial order for 4 Hypermarkets comprising over 100,000 ESL to be installed within the next three months. Eroski has indicated their intention to install a minimum of 6 hypermarkets with Pricer in 2008. The order will be deployed by Pricer's partner, Versia Soluciones.

"We are proud of Eroski's decision" says Oron Branitzky, Vice president Sales for Pricer. "While Eroski is a cooperative and some stores have preferred a more economical solution, Eroski's integrated IT has, following a pilot program, preferred Pricer for hypermarkets under their direct responsibility. "We are quit confident," added Mr. Branitzky, "that with these installations, the entire Eroski organization will at the end of 2008 understand the value price flexibility, stock management and new display technologies."

Today, Pricer is the choice for all Spanish integrated deployments, such as Carrefour, Cepsa and Metro (Makro). "Retailers with advanced IT departments select Pricer and we have already installed over 2 million ESL in Spain," says Mr. Branitzky. "We are running pilot installations with several other chains where scalability and bandwidth are the foundations of the evaluations."

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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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