



PRICER

PRESS RELEASE

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In its capacity as issuer, Pricer AB is releasing the information in this pressrelease in accordance with the Swedish (2007:528) Securities Exchange Act. The information was distributed to the media for publication at 4:15 p.m on Thursday November 8, 2007.

Toshiba France signs a frame agreement for Pricer ESL to 11 Hypermarkets and Supermarkets with Système U

Toshiba France signed a frame agreement for delivery of the Pricer ESL system to 11 Système U stores (hypermarkets and supermarkets) in the south of France. This agreement has been concluded between Toshiba and Système U represented by Mr Prou, president of Système U south area and owner of Hyper U Agde which will be the first store to be implemented. The roll is expected to be carried out by the first quarter 2008. Planned deliveries are valued at more than 1 000 000 Euros and include both Continuum ESL displays, as well as Pricer's new Dot Matrix TM displays. This agreement strongly strengthens the Pricer ESL penetration in the Système U group.

"The choice of Pricer was based on our future-proof platform," says Philippe Goas, Area Manager, Middle Europe at Pricer, "and the fact Système U wanted to use our new Dot Matrix TM displays for its fresh food areas as part of their total ESL solution." The bi-stable displays use a zero power pixel based technology giving full display flexibility for product and price information, including pictograms and bar codes. "It is important to note that Système U Southern France had tried other ESL systems before choosing the Pricer platform", added Philippe Goas.

"Pricing strategy is an important part of the Système U market approach," says Jean Luc Sarrazin, Système U key account manager of Toshiba, "and the Pricer platform is the only fully scalable solution that offers both segmented displays and bi-stable shelf displays."

About Système U:

Système U is one of the leading chains of independent stores in France. It represents a group of 48 Hyper U, 670 Super U and 140 Market U.

About Toshiba:

TOSHIBA TEC Europe (TERIS) is a European distributor of the Pricer solution. TERIS manages product planning, marketing, sales, service support and distribution of point of sale systems, cash registers, scales, barcode printers, peripherals and software information systems throughout Europe, the Middle East and Africa. As a total solution provider, TOSHIBA TEC Europe offers a complete package from consulting and system design to system installation, operation and maintenance.

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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 over 3,100 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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