



## PRESS RELEASE

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### Proposal of the Nomination Committee

The Nomination Committee has the following proposal to pass to the Annual General Meeting:

Item 10: Determination of fees to be paid to the Board of Directors and Auditors

Fees to the Board are proposed, until after the next Annual General Meeting, to amount to the following:

The Chairman obtains a fee of SEK 400,000, vice Chairman SEK 200,000 and other Board members elected by the shareholders meeting SEK 100,000 each. Fees or remuneration for committee work or work on the nomination committee is not envisaged. Expenses for the work on the nomination committee, however, are paid for by the company. Fees to the company Auditors are proposed to amount to approved invoices.

Item 11: Election of the Board of Directors

Reelection is proposed for Elie Barr, Jan Forssjö, Daniel Furman and Akbar Seddigh. As new Board members Sverker Caremark and Magnus Schmidt are proposed. Salvatore Grimaldi, Göran Lindén and Michael S. Juuhl have after nine and three years respectively on the Board declined reelection. Akbar Seddigh is proposed as Chairman and Magnus Schmidt as vice Chairman of the Board.

Mr Akbar Seddigh was elected as a new member of the Board of Pricer at the extraordinary shareholders meeting on March 14<sup>th</sup>, 2007. Akbar Seddigh is Chairman of the Board of Elekta AB, Hedson Technologies AB, Mentice AB and Ortivus AB, and member of the Boards of, among others, Affärsstrategerna AB, Biolight International AB and Tobii Technology AB.

Sverker Carnemark, born 1967, holds a BSBA-degree and is since 2005 CFO of Reitanservicehandel AB, a franchisor in Sweden for store concepts under the brand of 7-Eleven and Pressbyrån.

Magnus Schmidt, born 1940, holds a BA-degree and works since many years as an international consultant. Magnus is currently member of the Board of among others, Einar Matsson AB, Elekta AB, E.ON Trading Nordic AB, and Upplands Motor Holding AB.

**For further information, please contact:**

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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 3,000 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](http://www.pricer.com)*

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