

PRICER

PRESS RELEASE

from Pricer AB (publ) March 26th 2009

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 10.30 am CET on Thursday March 26th, 2009.

Pricer repays half and extends half of convertible loans

Pricer AB (publ) repays one half and extends the other half of the remaining convertible loans of 44.9 MSEK total. The Board has decided for this division of the loans based on the current cash position of Pricer including available credit facilities and decided for a balanced split in view of the prevailing credit climate.

The Board of Pricer decided on March 26th, 2009, subject to approval by the Annual General meeting, to change the terms of the convertible loans amounting to 22.45 MSEK. The loans are currently held as follows:

Monterro Holdings Ltd	11.2 MSEK
Tedde Jeansson Sr	7.5 MSEK
Alted AB	3.4 MSEK
Kastensson Holding AB	0.3 MSEK

The loans will after the changes mature on June 30th, 2010, carry a yearly interest of 8 percent and can be converted to shares in Pricer at a rate based on the market rate of the Pricer share during 10 trading days before the AGM on April 24th, however, not lower than the current strike price of 0.70 SEK. With today's rate of 0.53 SEK this would lead to a dilution of about 4 percent. In addition the terms of the convertible loans are adjusted to the current financial standing of Pricer. There are no other changes to the conditions of the loans.

Pricer will repay the other remaining half of the loans of 22.45 MSEK on maturity on April 19th, 2009.

The Board proposes the shareholders at the AGM on April 24th to approve of the changes to the terms of the convertible loans.

Kastensson Holding AB is owned by Bo Kastensson and Peter Larsson owns less than 5 percent of Monterro Holdings Ltd, both being members of the Board of Pricer AB.

For further information, please contact:

Charles Jackson, CEO Pricer AB: +46 8 505 582 00

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. Pricer is the only company today offering a communication platform that supports both segment based ESL and pixel-based ESL. 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 over 4,500 installations in more than 30 countries with approximately 60 percent 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

Pricer AB (publ)
Bergkällavägen 20-22
SE-192 79 Sollentuna
Sweden

Website: www.pricer.com
Telephone: +46 8 505 582 00
Corporate Identity number: 556427-7993