

PRICER

PRESS RELEASE

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Soriana in Mexico chooses Pricer's two-way for further ESL deployment

Mexico's second largest retailer, Soriana, has placed an initial order for the deployment of Pricer ESL in 46 of their hyper and supermarket stores. The total order value is approximately 20 MSEK. Deliveries should be completed in the first quarter of 2010. Implementation and support will be carried out by TEC Mexico.

Mexico becomes the 40th country where Pricer has installations today. "The Mexican retail market is advanced in operations and automation," says Charles Jackson, CEO at Pricer. "We are especially proud of winning this deal with Soriana, one of the most demanding retailers we have worked with, and who understood already 3 years ago the role ESL play in enabling their pricing strategies."

Soriana had installed ESL in over 100 stores before placing this order with Pricer. "Soriana's order is another proof to the advantages of Pricer's ESL system," says Oron Branitzky, VP Sales at Pricer. Pricer had the opportunity to do a pilot with Soriana several months ago and proved that speed and two-way communication together with a scalable system are crucial for integrated retailers. "There is an obvious need for scalable solutions that can be rolled out fast and industrially," says Placido Garcia, President at TEC Mexico, "and this is where the advantages of TEC Mexico and Pricer are at their best."

About Soriana

Soriana is Mexico's second largest grocery retail chain with more than 471 stores in over 138 cities across the country. The group was founded in 1968 and is headquartered in Monterrey, Nuevo Leon, Mexico. All store formats are represented within Soriana, from hypermarkets to "Super City" convenience stores, including "Supermercados Soriana" (supermarkets) and "Mercado Soriana" stores.

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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 09:00 hrs CET on Thursday December 14th, 2009.

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 5,300 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.

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