



PRICER news

January 2010

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Dear All,

As I write this letter, a blanket of snow is covering Europe and North America heralding the New Year. Christmas is now behind us and the world's retailers managed to have better than expected numbers. It is a perfect moment to thank all for your support in our company.

First to our clients, thank you for working with Pricer. We believe in the potential of Pricer ESL technology and thank you for believing in it too. With our continuous development of Pricer's robust and scalable system we mean to provide you today and tomorrow with the competitive

advantage that will allow you to enhance your business and the customer experience.

It is clear that ESL is gaining momentum around the world and that the demand for price reactivity and optimization is increasing. One of our main achievements this year, despite the more

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challenging economic environment, was the expansion into new important retail markets such as South Africa and Mexico, as well as securing all new Tier 1 deployment decisions in the important European market. Another milestone was the non-food sector, notably the DIY market in Europe, increasingly adopting ESL and Pricer.

There are Pricer users on all continents. In fact, we have clients in 40 countries and our sales this year have developed favorably in most of them. In 2009, we reached and passed the 5,000 store installations mark. Our plan for 2010 is to extend this leadership position in Tier 1s worldwide, explore new opportunities with our versatile platform, build new markets and segments, and sustain our profitability.

To our staff, I want to take this opportunity to thank you. Your energy, knowhow, and service to our clients are the reasons for our success year over year. At Pricer we are fully committed to supplying end-to-end ESL systems worldwide, as well to deliver new features and functionalities every year.

To our partners worldwide, thank you for your collaboration and support. Our strength lies in our focus on innovation and marketing while relying on best in class supply chains to deliver the most robust scalable ESL system according to Pricer standards.

All the Best in the New Year!

Sincerely,
Charles Jackson, CEO

Soriana in Mexico further deploys ESL with Pricer



Mexico's second largest retailer, Soriana, has placed an initial order for the deployment of Pricer segment-based Continuum ESL in 46 of their hyper and supermarket stores (press release dated December 14th). Support and implementation will be carried out by TEC Mexico.

Soriana had installed ESL in over 100 stores before placing this order with Pricer.

Several months ago, Pricer did a pilot with Soriana 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."

'Think two-way' in 2010 with Pricer's Ewan & River

This year, Pricer will bring a fresh look to a key Pricer advantage with a new cartoon campaign named 'Think two-way' with Ewan & River ("Les réversitudes" in French).

The Ewan & River strip cartoon was designed for Pricer by a Canadian cartoonist. The storyboard presents two characters, Ewan and his dog River, in their daily life and illustrates the importance of two-way communication through humoristic situations. The cartoon will be launched in the French retail press this February.



*Two-way is more fun.



BEST WISHES FOR 2010!

View Pricer's animated greeting on www.pricer.com

STORE OF THE DAY

Praktiker Germany uses the full Pricer ESL range



Pricer recently completed the installation of Praktiker pilot stores in Germany. Praktiker Group is a perfect example of an integrated retailer benefiting from the full Pricer ESL range. The pilot store of München Trudering was equipped with Continuum HCS, HCN, HCN freezer and DotMatrix DM110 under the same infrastructure.

COMPANY & STORE FACTS

- Founded in 1978
- 4th largest DIY retailer in Europe
- Group: Praktiker (Praktiker and Max Bahr banners)
- # of stores: 440
- # of articles per store: 45,000
- Average store surface: over 10,000 m²
- Meaning behind the name: 'making DIY practical and affordable'.

PARTNERS IN THE WORLD

Grocery Innovation Canada

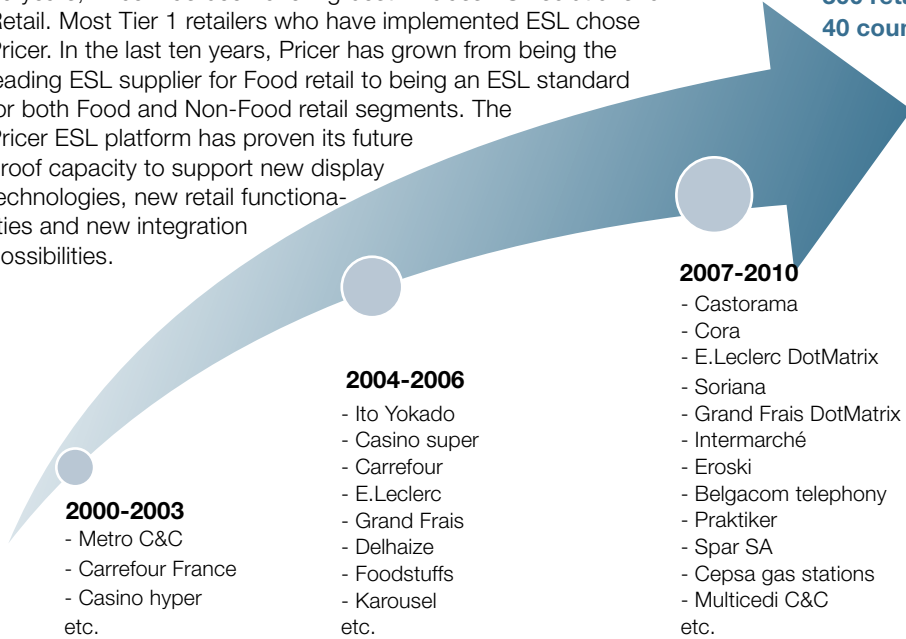


In October, Pricer's partner JR Tech Solutions participated in the Grocery Innovation show in Toronto, Canada. ESL technology received a lot of interest from key Canadian retailers. JR Tech Solutions' Diego Mazzone and Jody d'Amico are seen above.

2000-2010: Ten years of success with Tier 1 retailers

This year Pricer celebrated its 5,000th store installation. For nearly 20 years, Pricer has been offering best-in-class ESL solutions for Retail. Most Tier 1 retailers who have implemented ESL chose Pricer. In the last ten years, Pricer has grown from being the leading ESL supplier for Food retail to being an ESL standard for both Food and Non-Food retail segments. The Pricer ESL platform has proven its future proof capacity to support new display technologies, new retail functionalities and new integration possibilities.

5000 stores
300 retailers
40 countries



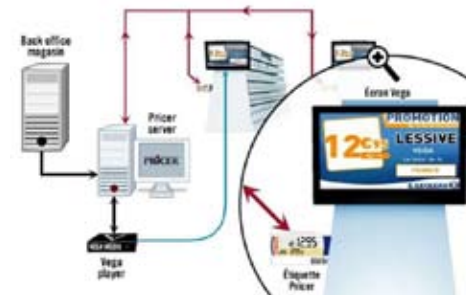
Pricer launches industry-first digital signage solution

Pricer Video Poster is retail's first content-automated solution for dynamic digital signage. The solution was developed in partnership with Vega France, a leading supplier of dynamic display solutions.

savings on staff's daily routine are significant. The system dramatically limits price errors and reduces customer complaints since the display acts like a big ESL.

Pricer: What is the role of Pricer ESL?

J.B.: Pricer is the only mature and scalable two-way ESL system on the market. Two-way communication enables to know which products are on promotion, when, at what price and if the product is actually in the store. The Pricer system brings a whole new set of functionalities not available in today's dynamic display solutions.



Pricer: Where is Video Poster used?

J.B.: We recommend the Video Poster on end of aisle and in promotional areas. It can also be used in self-service areas such as milk, water or meat, to display full pricelists per liter or kilogram. However, Video Poster can display any message throughout the store.



Interview with Jean Bergougnan, General Manager of Vega France

Pricer: What is the Video Poster?

J.B.: Video Poster is a dynamic display solution for retail that enables the store to easily run and update promotional campaigns without any staff intervention.

Pricer: What are the benefits compared to other dynamic display solutions?

J.B.: Video Poster offers fully automated content and timely updates ensuring 100% accuracy of promotional campaigns. It is directly linked to the price tags at the shelf edge. Video Poster is a real step forward for retailers and for the digital signage market. Operational benefits for the store and time-

TRENDS

ESL supports multi-channel approach in retail

Internet has fundamentally changed the way businesses interact with consumers. As Internet is merging with store experience, retailers face new issues and this is where ESL can play a significant role.

In France, several E.Leclerc Hypermarkets ensure price integrity between their web food shopping and the store experience. Those items offered on the web are as well identified by the color of the ESL. As well, in Finland, Kesko's electronic retail format Konebox implemented ESL for price reactivity and integrity with their e-commerce website.

Internet is a powerful tool and ESL has proven to be an enabler to a multi-channel approach in the retail sector.

RENDEZ-VOUS

SMTS Tokyo, Japan

Pricer's partner Ishida will be present at the annual Supermarket Tradeshow (SMTS) in Tokyo, Japan, on February 8-10th, 2010

Foodapest, Hungary

Pricer's partner Szintezis will be exhibiting at the Foodapest retail show in Budapest, Hungary on February 21-24th, 2010

EuroCIS, Germany

Pricer's partner Toshiba Tec will participate in the EuroCIS show taking place at the Messe Düsseldorf, on March 2nd to 4th, 2010.

WHERE ELSE IS ESL?



Pricer's partner Technowave installed Pricer ESL in a supermarket in Oman.

Next issue

Pricer News is Pricer's newsletter and is issued 3 times per year in English and in electronic format. It is available on the Pricer website. 2010 issues are planned for January, April and September. Visit pricer.com for continuous news. Pricer News editor: Nathalie Roques