

PRESS RELEASE

Stockholm, Sweden October 20, 2009

CisionPoint Public Relations Management Software to Provide Premium Content Monitoring from LexisNexis

Cision, the leading provider of media research, distribution, monitoring and analysis services to the public relations industry and other communicators, and LexisNexis®, a leading global provider of content-enabled workflow solutions, today announced a strategic alliance that will provide targeted domestic and international news content from LexisNexis to Cision clients.

Scheduled for release later this year, the award-winning CisionPoint PR software platform will give Cision customers worldwide access to an extensive archive of LexisNexis content to monitor and analyze their news coverage. Cision's clients will be able to search the LexisNexis content database, receive alerts as new content is posted, and quickly understand what's being said about their organization, brands and competitors or virtually any topic across the globe through CisionPoint's online language translation tool.

"This alliance brings public relations professionals the best of both worlds, providing them with a more efficient end-to-end solution", says Ethan Eisner, vice president of Corporate Markets at LexisNexis. "It will enable LexisNexis and Cision to strengthen our collective position as content-enabled workflow providers in the public relations space."

"This is a perfect match between two industry leaders", says Hans Gieskes, President and Chief Executive Officer of Cision and former CEO of the LexisNexis Group. "Integrating best-in-class LexisNexis content with CisionPoint will deliver tremendous additional value to our customers, whose competitive edge relies upon their access to the best and most up-to-date media information."

Through the CisionPoint dashboard, clients will be able to search the LexisNexis content database for recent articles written by a specific journalist. They can also access outlet-related information such as audience impressions and market data.

The Cision and LexisNexis alliance will augment existing monitoring capabilities within CisionPoint, an integrated, on-demand services platform that supports public relations professionals across the four phases of the communications cycle – plan, connect, monitor and analyze. Cision currently monitors millions of print publications, television and radio programs, websites and blogs in North America, and covers 200 additional countries and territories through its International Monitoring service.

About LexisNexis

LexisNexis® (www.lexisnexis.com) is a leading global provider of content-enabled workflow solutions designed specifically for professionals in the legal, risk management, corporate, government, law enforcement, accounting and academic markets. LexisNexis originally pioneered online information with its Lexis® and Nexis® services. A member of Reed Elsevier [NYSE: ENL; NYSE: RUK] (www.reedelsevier.com), LexisNexis serves customers in more than 100 countries with 18,000 employees worldwide.

About Cision

Cision (www.cision.com) empowers businesses to make better decisions and improve performance through its CisionPoint software solutions for corporate communication and PR professionals. CisionPoint was named the 2009 CODiE Award winner for Best Online News Service by the Software and Information Industry Association (SIIA). Powered by local experts with global reach, Cision delivers relevant media information, targeted distribution, media monitoring, and precise media analysis. Cision has offices in Europe, North America and Asia, and has partners in 125 countries. Cision AB is quoted on the Nordic Exchange with revenue of SEK 1.8 billion in 2008.

For further information, please contact:

Andrée Beckham

Cision

Director of Marketing & Public Relations

+1 312-873-6434

andree.beckham@cision.com

Jorge Martinez

LexisNexis

Director of Communications

+1 202-857-9120

jorge.martinez@lexisnexis.com

Cision AB

114 88 Stockholm, Sweden

Telephone: +46 8 507 410 00

www.cision.com

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This press release is also available at www.cision.com