

## PRESS RELEASE

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### Comments on performance during the second quarter

In April 2008, Cision had an earnings trend that corresponded to plan, but was considerably weaker in May. Operating profit before restructuring costs were SEK 15 million for April and SEK 8 million for May. The decline in May was mainly attributable to a weak trend in media monitoring, particularly in the UK and the Nordic countries, where migration to digital production and offerings is in progress. The work to complete this migration continues and the implementation of new cost savings will be initiated as a consequence of the recent development in May.

The trend in May means that Cision's operating profit for the second quarter of 2008, before restructuring costs and costs relating to the bid process that is under way, is expected to be approximately SEK 30 million. The weaker trend during the second quarter also implies that the company's operating profit before restructuring costs for the full-year 2008 is expected to be considerably lower than for the preceding year and in relation to information provided in conjunction with the ongoing bid process.

In Cision's North American operations, the demand for CisionPoint, the Group's new service platform, remains favorable and the preparation for the launch of CisionPoint in the company's other markets from the second half of 2008 is proceeding as planned.

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Cision improves clients' performance through integrated services and software solutions for reputation and campaign management, media monitoring and research of media contacts.

Cision AB is quoted on the Nordic Exchange and has approx. 17 000 shareholders. The company has around 2,600 employees and a turnover of SEK 1.9 billion in 2007. Cision operates in the US, UK, Sweden, Canada, Germany, Norway, Finland, Denmark, Portugal, Lithuania, the Netherlands and China and has partners in another 125 countries.