

Press release

Oct 30, 2009

Award-Winning CisionPoint PR Workflow Solution Exceeds 5,000 Customers

Strong Demand in North America and Europe Make CisionPoint World's Fastest-Growing Public Relations Workflow Solution

Cision today announced that CisionPoint, its award-winning public relations workflow solution, has exceeded 5,000 customers and nearly 20,000 users within its first two years of availability.

Launched in October 2007, CisionPoint is used across the globe by communications professionals in North America, Europe and the Middle East, and is the fastest-growing PR software solution in the world.

Earlier this year, [CisionPoint was selected as the Best Online News Service](#) and chosen a finalist in two other categories – Best On-Demand Platform and Best Vertical Market Business Content – in the 2009 CODiE Award competition sponsored by the Software and Information Industry Association (SIIA).

“In two short years, CisionPoint has been validated by both the global marketplace and the software industry as the most useful and technically advanced PR workflow solution available,” said Hans Gieskes, chief executive officer of Cision. “By integrating the world’s most comprehensive media research resource, the Cision Media Database, with comprehensive distribution and media monitoring capabilities and advanced analysis tools, CisionPoint is a superior PR workflow solution for communications professionals.”

CisionPoint is the standard workflow solution for its customers worldwide, including Fortune 500 corporations, global public relations firms, non-profit organizations, universities, and small businesses. Cision provides its PR workflow solutions to more than 20,000 clients around the globe.

Learn more about [CisionPoint](#).

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Cision 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.

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