

PRESS RELEASE

Stockholm, Sweden March 4, 2010

CisionPoint Named 2010 CODiE Award Finalist As Best Content Management Solution

Latest SIIA Recognition Marks CisionPoint's Fifth CODiE Award Finalist Selection in Four Different Categories Since 2009

Cision, the leading provider of media research, distribution, monitoring and analysis services to the public relations industry and other communicators, today announced that its [CisionPoint](#) PR workflow software has been named a finalist as Best Content Management Solution in the software division of the 2010 CODiE Awards.

The selection marks CisionPoint's fifth selection as a CODiE Award finalist – out of a maximum of six possible selections – since 2009, the first year during which CisionPoint was eligible for entry. CisionPoint has been a finalist in four distinct categories (Best Content Management Solution, Best Online News Service, Best Vertical Market Business Content and Best On-Demand Platform) during that period. It was selected the winner of the 2009 CODiE Award as Best Online News Service.

Established in 1986 and presented by the Software and Information Industry Association (SIIA), the CODiE Awards celebrate outstanding achievement and vision in the software, digital information and education technology industries. Online voting from SIIA members will help determine the winners, which will be announced May 25.

“Being a finalist for the 2010 Best Content Management CODiE Award further recognizes CisionPoint as a superior software tool for PR workflow management,” said Hans Gieskes, group president and chief executive officer of Cision.

“Moreover, being a finalist in four separate CODiE Award categories in 2009-10 demonstrates the breadth of CisionPoint’s strengths – best-in-class research content, award-winning media monitoring services, and as an on-demand services delivery platform,” Mr. Gieskes said. “In just over two years, CisionPoint has become the premier software solution enabling PR professionals to improve their productivity and connect more effectively with journalists across print, broadcast, online and social media.”

“This is the twenty-fifth year we have recognized excellence in the software, education and information industries through the CODiE Awards program,” noted Ken Wasch, president of SIIA. “In this economic climate, companies are doing even more to innovate. Cision has demonstrated a commitment to innovation and quality that is reflected in their selection as a finalist for the CODiE Awards.”

For a full list of 2010 CODiE Award finalists, please visit

<http://www.sii.net/codies/2010/finalists.asp#software>.

About CisionPoint

Launched in the United States in October 2007, CisionPoint rapidly became the fastest growing on-demand PR workflow dashboard application, with more than 5,000 customers signed in its first 24 months of sales. Cision is currently rolling out CisionPoint as the standard on-demand platform for its customers worldwide, including Fortune 500 corporations, global public relations firms, non-profit organizations, universities, and small businesses.

In addition to CisionPoint winning the 2009 CODiE Award as Best Online News Service, the Cision Social Media Dashboard won a 2010 CODiE Award as Best Social Media Aggregation Service in the content division of the awards program, announced in January 2010.

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. Powered by local experts with global reach, Cision delivers relevant media information, targeted distribution, media

Cision empowers businesses to make better decisions and improve performance through its CisionPoint software solutions for corporate communication and PR professionals. 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 1.5 billion in 2009.

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

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 1.5 billion in 2009.

For more information, please contact:

Andrée Beckham

Vice President, Marketing & Public Relations, Cision North America

+1 312-873-6434

andree.beckham@cision.com

Cision empowers businesses to make better decisions and improve performance through its CisionPoint software solutions for corporate communication and PR professionals. 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 1.5 billion in 2009.

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