

PRESS RELEASE

Stockholm, Sweden May 18, 2010

New Social Media Data and Influencer Metrics Integrated In CisionPoint On-Demand Platform

Cision, the leading provider of media research, distribution, monitoring and analysis services to the public relations industry and other communicators, has enhanced its award-winning PR workflow application, CisionPoint, with social media data and metrics on thousands of blogs, microblogs and social networking sites.

The new integrated social media metrics and intelligence – which are now included in the CisionPoint media database – will help PR professionals make swift, effective planning decisions based on up-to-the-minute information on social media activity and trends. Crucially, access to collated social media data offers an inside track on journalists' story needs, helping them to identify key industry influencers and understand the impact of social media conversations and coverage on their clients and campaigns. Using the new metrics, CisionPoint users will be able to create precisely targeted campaign strategies against tight deadlines.

CisionPoint's premium social media database includes:

- Metrics on more than 5000 UK top blogs – including detailed information on the top political, cultural, business and consumer sites in the British blogosphere. CisionPoint's blog metrics include measurements of social media engagement, helping users understand the reach and influence of specific sites or writers by industry or interest area, based on average visitors per month, average time spent, monthly site views, and number of in-bound links from sites and users in a particular industry.
- Social bookmarking services – the new features allow CisionPoint users to assess the influence and reach of stories and sites by their popularity on services such as Digg.
- Major social media services – including LinkedIn and Twitter. CisionPoint's enhanced social media content gives users a snapshot of journalists' personalities and needs from their tweets, along with real-time insight into the types of story they are pursuing. This includes journalists' Twitter usernames and ten most recent tweets; plus a real-time feed of tweets from thousands of the UK's most influential journalists.

According to Peter Granat, President and CEO of Cision Europe, social media has quickly established itself as an essential tool in the relationship between journalists and PR professionals. "With CisionPoint's new social media content, we are offering our customers the unique ability to analyse a journalist's or blogger's

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 corporate.cision.com

personal and professional outlook quickly and accurately. Since social media services like blogs and Twitter now lie at the heart of media culture, it's not just logical that we should make them an integral part of the CisionPoint platform – it's essential.”

About CisionPoint

Launched in October 2007, CisionPoint rapidly became the fastest growing on-demand PR workflow dashboard application, with more than 20,000 users 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 FTSE 250 and Fortune 500 corporations, global public relations agencies, non-profit organisations, 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 programme, announced in January 2010.

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