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PRESS RELEASE

5 May 2008

**Offer document made public in relation to Cyril Acquisition's cash offer
to the shareholders of and holders of convertible participation certificates
issued by Cision AB (publ)**

On 30 April 2008 Cyril Acquisition AB ("Cyril Acquisition"), a company owned by Triton Fund II, which is a fund managed by Triton Managers II Limited, announced a public cash offer to the shareholders of and holders of convertible participation certificates issued in 2007 by Cision AB (publ) ("Cision") to acquire all shares in and convertible participation certificates issued in 2007 by Cision (the "Offer").

Cyril Acquisition has today published an offer document in relation to the Offer. The offer document is available at www.tritonoffer.com and at www.nordea.se/placera.

The offer document and acceptance form will be distributed to shareholders of and holders of convertible participation certificates issued by Cision whose holdings were registered in their own names with VPC AB (the Swedish Securities Register Centre) on 2 May 2008.

The acceptance period of the Offer commences on 6 May 2008 and expires on 26 May 2008. Settlement will begin as soon as possible thereafter. Cyril Acquisition reserves the right to extend the acceptance period as well as to defer the date for settlement.

Cyril Acquisition has retained Nordea Corporate Finance as financial adviser, Advokatfirman Vinge as legal adviser and Hallvarsson & Halvarsson as communications advisor in connection with the Offer.

Questions relating to the Offer:

Questions relating to the Offer may be directed to Nordea at +46-8-20 69 42.

Additional information:

For additional information about the Offer, please visit www.tritonoffer.com