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PRESS RELEASE

23 June 2008

### **Cyril Acquisition AB withdraws the offer for Cision**

The acceptance period for Cyril Acquisition's ("Cyril Acquisition") offer (the "Offer") for all the shares in and convertible participation certificates issued by Cision AB (publ) ("Cision" or the "Company") expired on 12 June 2008. In total 40,920,856 shares in Cision have been tendered in the Offer. Together with Cyril Acquisition's 7,511,800 shares, this represents 65.0 per cent of the total number of shares and votes in Cision.

The Offer is inter alia conditional upon Cyril Acquisition becoming owner of more than 90 per cent of the total number of shares in Cision. It is evident that this condition has not been fulfilled and Cyril Acquisition has therefore decided to withdraw the Offer.

"Our view is unchanged that a premium of 66 per cent is attractive to the shareholders and that Cision would benefit from developing as a privately held company. However, it is evident that there unfortunately is no basis to continue with the offer", comments Jan Åkesson, Partner at Triton.