

PRESS RELEASE

Stockholm, September 3, 2008

Cision launches international website for media releases

Cision is launching CisionWire, a news portal that increases the visibility of news releases and reports. Users will be able to easily find media releases and reports from all of the publicly listed companies in the Nordic region in the portal. The service is integrated with Cision's CisionPoint service platform.

CisionWire contains press releases, financial reports, images and other documents for every Nordic publicly listed company, as well as unlisted companies, trade associations and authorities.

"The first phase of CisionWire will be launched in Swedish, Norwegian, Danish and English on September 3. But this service will be rolled out to other European markets, since this is an integrated part of CisionPoint," said **Yann Blandy**, Regional Director of Cision Northern Europe.

"We've covered all the bases so that CisionWire will increase exposure visibility in search engines, news services and social media for our clients. This is the first step in our new Plan & Connect services initiative, which adapts these services for the new media landscape," said **Magnus Thell**, Vice President Plan & Connect, Cision Northern Europe.

New features include:

- The ability to share information through links to social media (Share-this functionality).
- The ability for the sender to tag their content with descriptive keywords, making them easier to find.
- Improved subscription functionality for users in the form of RSS feeds. It's now possible to subscribe to different types of information or to various industries or individual companies via RSS.
- A picture is worth a thousand words, so now images are more prominent. Another new feature is that easy to subscribe to the image feed.

Link to CisionWire: www.cisionwire.se

Pictures of Yann Blandy, Magnus Thell and the CisionWire website are attached.

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About Cision

Cision improves clients' performance through integrated services and software solutions for reputation and campaign management, media monitoring and research of media contacts.

Cision AB is quoted on the Nordic Exchange and has approx. 17 000 shareholders. The company has around 2,600 employees and a turnover of SEK 1.9 billion in 2007. Cision operates in the US, UK, Sweden, Canada, Germany, Norway, Finland, Denmark, Portugal, Lithuania, the Netherlands and China and has partners in another 125 countries.