

PRESS RELEASE

Stockholm, December 2, 2008

New organization strengthens execution capability

As of January 1 2009, Cision will adopt the following organizational changes:

- **Cision's European subsidiaries to form one division, Cision Europe**

Cision's European subsidiaries will be combined into one division, Cision Europe. **Peter Granat**, currently Executive Vice President for Cision North America, has been appointed to the new role as CEO for Cision Europe, based in London, UK. The current Managing Directors for Germany, Portugal, the United Kingdom, the Nordics as well as the Managing Director for Strategic Sales will report directly to Peter Granat. Several shared service departments currently part of Cision's head office functions will also be integrated into the Cision Europe organization.

- **New group management team**

As a consequence, Cision's head office functions will be reduced and the new group management team will comprise only the group's CEO, CFO, and the division CEOs for Cision North America and Cision Europe. The new group management team will be supported by the group CIO and the Senior Vice President Human Resources. The current Senior Vice Presidents for Corporate Communications and Strategic Projects will leave Cision.

"The formation of Cision Europe and the creation of a smaller head office organization will ensure improved cost efficiencies and more rapid execution of Cision's change agenda. I am also very pleased to have Peter Granat lead Cision Europe. Peter has been instrumental in growing our North American business to an industry leader with very solid operating margins. His experiences from successfully launching our new service platform CisionPoint in the US will also be very valuable for our European business" says **Hans Gieskes**, CEO of the Cision Group.

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About Cision

Cision empowers businesses to make better decisions and improve performance through its CisionPoint desktop 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 more than 2,600 employees in Europe, North America and Asia, and has partners in 125 countries. Cision AB is quoted on the Nordic Exchange with a turnover of SEK 1.9 billion in 2007.