

# Press Release

Stockholm, Sweden, May 8 2009

## **CisionPoint Wins 2009 CODiE Award As Best Online News Service**

### **Industry Recognizes Cision's On-Demand Platform in Its Debut at Awards Ceremony**

Cision, the leading provider of media research, distribution, monitoring and analysis services to public relations professionals and other communicators, today announced that CisionPoint has been selected as the Best Online News Service at the 2009 CODiE Awards ceremony – its first year of eligibility for such recognition.

Established in 1986 and sponsored by the Software and Information Industry Association (SIIA), the CODiE Awards celebrate outstanding achievement and vision in the software, digital information and education technology industries.

CisionPoint – nominated as a finalist for three CODiE Awards, the maximum number of categories in which a product can be entered – won the Best Online News Service award in a competition with the National Geographic and Vocus Inc. The winners, announced last night at a gala event, were chosen based on a tiered voting system consisting of the expert panels of judges responsible for nominating finalists, SIIA members voting online, and attendees at the award ceremony's Exhibits Showcase.

"Thousands of organizations rely on Cision to monitor their media coverage – whenever and wherever it appears – from print media, broadcast, online, and social media sources. In CisionPoint, they have one solution that enables them to understand what people around the world are saying about their company and their entire industry," said Brett Safron, senior vice president, global product management of Cision. "We are delighted and honored that the judges and voters have selected CisionPoint as the best in its class, and are committed to advancing the state of the art in media monitoring in the weeks and months ahead."

Introduced in late October 2007, CisionPoint was eligible for its first CODiE Awards competition this year. In addition to Best Online News Service, CisionPoint was nominated as the Best On-Demand Platform and Best Vertical Market Business Content Solution. According to the SIIA, the 2009 CODiE Awards received more than 850 total submissions from over 600 companies.

"Being selected as a CODiE Award finalist in three categories is a significant and rare achievement for a new product, or any product," said Hans Gieskes, president and chief executive officer of Cision. "It demonstrates CisionPoint's unique combination of advanced technology with best-in-class monitoring services and information content."

Since its introduction, CisionPoint has become the fastest growing on-demand PR media management dashboard application, with more than 3,500 customers signed in its first 18 months of sales. Cision is currently rolling out CisionPoint as the standard on-demand platform for its customers worldwide, including *Fortune* 500 corporations, global public relations firms, non-profit organizations, universities, and small businesses.

Learn more about [CisionPoint](http://us.cision.com/products_services/products_services_overview.asp). ([http://us.cision.com/products\\_services/products\\_services\\_overview.asp](http://us.cision.com/products_services/products_services_overview.asp))

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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 partners in 125 countries. Cision AB is quoted on the Nordic Exchange with a turnover of SEK 1.8 billion in 2008.

This press release is also available at [www.cision.com](http://www.cision.com)