

## PRESSRELEASE

Stockholm, 24 february, 2009

### Cision launches networks for social media

**Cision creates increased visibility for customers in social media. Press releases are now published in media like Twitter, Bloggy och Netvibes.**

The importance of microblogging to newsfeeds is growing at an immense rate. The expansion of social networks is creating excellent opportunities to communicate with new target groups and to encourage receivers to participate in dialog. Cision is following this development closely, and its customers can use CisionPoint to publish their press releases and reports on microblogs like Twitter, Bloggy and Identi.ca. Visitors can easily track newsfeeds, distribute and comment on news items and ask questions on the sites.

“Cision is very focused on helping its customers communicate through social media, in order to increase their online visibility among old and new customers, and to initiate dialogs with them. By publishing press releases on microblogs, information is made accessible to new target groups, who can actively comment on news items. Shortly, we will also offer our customers media exposure opportunities using images and film clips directly on sites like flickr and YouTube,” said **Yann Blandy**, Regional Director Cision Northern Europe.

Cision's flow of press releases and reports can also be tracked on sites like Netvibes and iGoogle, and on FriendFeed. Below are links to various channels where you can track the flow.

This is only the beginning of Cision's venture into social media. Soon, we will introduce more new services that offer increased visibility on the Internet. Below is a video commentary by Yann Blandy:

<http://se.cision.com/en/Resources/Articles/Cision-launches-networks-for-social-media/?id=468>

#### **Channels:**

Twitter / CisionWire

<http://twitter.com/CisionWire>

Twitter / CisionWire\_se

[http://twitter.com/CisionWire\\_se](http://twitter.com/CisionWire_se)

Cision Wire | Bloggy

<http://cisionwire.bloggy.se/>

CisionWire - FriendFeed

<http://friendfeed.com/cisionwire>

cisionwire - Identi.ca  
<http://identi.ca/cisionwire>

Ecosystem: Netvibes widgetkatalog  
<http://sv.eco.netvibes.com/search?q=cision&x=0&y=0&browse=relevance&type=all>

**For further information, please contact**

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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.

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