

# PRESS RELEASE

Stockholm, Sweden, June 30, 2011

## Erik Forsberg to leave Cision

Cision's Chief Financial Officer, Erik Forsberg, will be leaving the company to take up the position as CFO of Intrum Justitia. Erik Forsberg will leave during the fourth quarter of 2011 and the recruitment process to find a successor is underway.

"Erik has played a major role at Cision in the 3.5 years he has been with the Company as CFO and Executive Vice President, and of course I'm sad to see him leave. Today, Cision is a stable and financially sound company with a strong balance sheet, our award winning CisionPoint software and a growing market ahead of us. We would like to thank Erik for his great contributions to Cision and wish him success in his new position." says Hans Gieskes, CEO of Cision.

For further information, please contact:

Hans Gieskes, CEO and President, telephone +46 (0)8 507 410 10

E-mail: [hans.gieskes@cision.com](mailto:hans.gieskes@cision.com)

### **Cision AB (publ)**

P O Box 24194, SE-104 51 Stockholm, Sweden

Telephone: +46 8 507 410 00

<http://corporate.cision.com>

The information provided herein is such that Cision AB (publ) is obligated to disclose pursuant to the Swedish Securities Markets Act (SFS 2007:528) and/or the Swedish Financial Instruments Trading Act (SFS 1991:980). The information was submitted for publication at 8.30 AM CEST on June 30, 2011.

---

Cision is the leading provider of software, services, and tools to the public relations and marketing industry. Marketing and PR professionals use our products to help manage all aspects of their brands – from identifying key media and influencers to connecting with audiences; monitoring traditional and social media; and analyzing outcomes. Journalists, bloggers, and other influencers use Cision's tools to research story ideas, track trends, and maintain their public profiles. Cision is present in Europe, North America and Asia, with partners in over 125 countries and is quoted on the Nordic Exchange with revenue of SEK 1.1 billion in 2010. For more information, visit [www.cision.com](http://www.cision.com).