

# PRESS RELEASE

Stockholm, Sweden, July 21, 2011

## Acquisition of own shares at Cision AB (publ)

The board of directors of Cision AB (publ), reg. no. 556027-9514, has on July 20, 2011 resolved to utilize the annual general meeting's authorization on the repurchase of own shares in order to secure the distribution of shares to the participants of the share-based long-term incentive plan that was adopted by the annual general meeting. The acquisitions are to be made under the following terms.

Acquisitions may be made on one or more occasions, no later than up to the 2012 annual general meeting and comprise no more than 164 750 shares in accordance with the authorisation at the annual general meeting. Acquisitions shall be made on NASDAQ OMX Stockholm at a price within the spread of prices applying on the exchange, i.e. the range between the highest purchase price and the lowest selling price of the share.

The company's acquisitions of own shares may during a single trading day not exceed 25 percent of the average daily turnover during the four calendar weeks immediately preceding the week during which the acquisitions were effected.

Cision AB (publ) does presently not hold any own shares.

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*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 8:25 AM on July 21, 2011.*