

PRESS RELEASE

Stockholm, Sweden, September 8, 2011

Cision Partners with Social Media Start-Up PitchEngine

On September 8, 2011, [Cision](#) entered into a partnership with [PitchEngine](#) Inc., a leading US-based company for social media publishing tools founded in 2009. PitchEngine provides a social publishing technology platform which enables businesses to create and publish content such as company news, videos, photos and white papers which is optimized for social media as well as search engines. More than 45,000 brands have used PitchEngine's platform to date, in the US and internationally.

The partnership between Cision and PitchEngine will focus on the integration of PitchEngine's social publishing platform into CisionPoint, Cision's award-winning PR software solution. From the fall of 2011, CisionPoint users will be able to distribute their news and branded content directly to the PitchEngine site, which receives millions of visits per year, providing another method for Cision's clients to tell their stories directly to consumers. In addition, Cision will invest about SEK 2 million for a minority ownership share in PitchEngine, to further strengthen the partnership.

"Our partnership with PitchEngine will further improve our social media offering for communication professionals. As we roll out the PitchEngine platform throughout the group, we will develop our customers' ability to share content optimized for the social web. Also, by cooperating with PitchEngine, we contribute to the convergence between the public relations, communication and marketing areas, which over time should increase Cision's addressable market size considerably." says Hans Gieskes, CEO of the Cision Group.

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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. This press release is also available at <http://corporate.cision.com>.