

Cision joins forces with Prime Time in a new reseller partnership for Russia

Award-winning CisionPoint PR software now available to the Russian market

LONDON, 18th October 2011 – Cision, the leading provider of [PR software](#), services and tools for the marketing and public relations industry, today announced a new reseller partnership with [Prime Time Media Group](#), specialists in media monitoring and analytics. The partnership will bring Cision’s award-winning marketing and PR software solution to the Russian market as Cision continues to expand their footprint globally.

“We’re happy to be working with Prime Time to deliver an effective campaign management platform to PR and communications professionals in Russia. Clients will benefit from integrating Cision’s global power with Prime Time’s local expertise,” commented Yann Blandy, CEO of Cision Europe. “This strategic partnership represents our continued efforts to build relationships with best-of-breed partners to deliver real added value to our global client base.”

“Cision’s presence in the Russian market will add great impetus to the development of the PR industry in Russia. For the first time our country will be able to enjoy the advantages of a fully integrated PR solution - enabling media relations specialists to effectively organise their corporate communication processes” said Vladimir Kravchenko, CEO of Prime Time Media Group. “We are especially pleased with the fact that by co-operating with a proven global partner like Cision, we will bring media monitoring and analysis services in Russia to a brand new level.”

Winner of the CODiE Award for 2011’s Best Marketing/PR Solution from the Software and Information Industry Association (SIIA) in the US, Cision has been adopted by more than 30,000 users in over 20 countries since its launch in October 2007. Cision is available in eight languages, and used by top PR agencies, corporations, non-profits, universities, small businesses and freelancers. Cision also has won a CODiE Award for Best Online News Service and received the Product Development of the Year Award for 2010 from the Data Publishers Association (DPA) in the UK.



About Cision

Cision is the leading provider of software, services, and tools to the public relations and marketing communications industry. PR and marketing professionals use our products to help manage all aspects of a campaign – from identifying key media and influencers to connecting with audiences, monitoring traditional and social media, and analysing outcomes. Journalists, bloggers and other influencers use Cision’s tools to research story ideas, track trends and maintain their public profiles. Cision AB has offices in Europe, North America and Asia, partners in 125 countries and is quoted on the Nordic Exchange with revenue of SEK 1.1 billion in 2010. For more information, visit uk.cision.com.

For More Information

Lucy Griffin

Cision

UK Marketing Manager

+44 (0)20 7689 1110

lucy.griffin@cision.com

About Prime Time Media Group

Prime Time Media Group provides services in media monitoring and analytics since 2005. The company was organised by a group of professional analytics who set a goal to engage into media monitoring and analytics and develop complex individual projects. Our analysts implement information projects for clients from various market industries. Prime Time has offices in three Russian Federal Districts: Central (Moscow, Head Office), Northwestern (Murmansk, subsidiary) and Siberian (Kemerovo, subsidiary).

For More Information

Irina Antyushina

Prime Time

Head of the Media Monitoring Department

+7 (495) 2259939

iva@prime-time.ru