

PRESS RELEASE

Stockholm, Sweden, February 22, 2012

Cision North America CEO Joe Bernardo Steps Down

Peter Granat Assumes Responsibility for North American Operations

Cision AB today announced that Joe Bernardo, Chief Executive Officer of Cision North America, has elected for early retirement and will step down from his position on March 1, 2012. Peter Granat, President and Chief Operating Officer of Cision North America, will assume Joe Bernardo's responsibilities, reporting to Hans Gieskes, CEO of the Cision Group.

"For the past 13 years, Joe Bernardo has been key to Cision's success in North America, as the company transformed itself from a news clipping service and publisher of hard-copy media directories to a global software and technology company", says Hans Gieskes, CEO of the Cision Group. Joe Bernardo has handed over increasing levels of responsibility in the past year to Peter Granat, a long-time Cision executive who spent two years as CEO of Cision Europe before returning to the U.S. as North American President and COO in January 2011. "We have planned for a smooth transition in our North American management team," says Hans Gieskes.

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