

PRESS RELEASE

Stockholm, February 1, 2010

Cision Social Media Dashboard Wins 2010 CODiE Award as Best Social Media Aggregation Service

Cision today announced that the Cision Social Media Dashboard has won a [2010 CODiE Award](#) as the Best Social Media Aggregation Service.

The Cision Social Media Dashboard is a self-service, online portal for PR professionals. Powered by Radian6 technology, it monitors public content on over 100 million blogs, tens of thousands of online forums, over 20,000 online media sources, over 450 rich media sites, and top micromedia and social media sites. Its analysis and reporting tools enable PR people and corporate decision-makers to understand the true impact of social media activity.

It was selected as Best Social Media Aggregation Service in the 25th annual CODiE Awards, the only peer-reviewed awards program in the software industry. According to the award's sponsors, the Software and Information Industry Association (SIIA), over 100 solutions from 65 companies entered the 2010 CODiE Awards Content Division competition.

"In the 15 months since we launched the Cision Social Media Dashboard with our partner Radian6, Cision has led the way in solutions that empower professional communicators to manage social media communications," said Hans Gieskes, Cision's group president and chief executive officer. "Winning the 2010 CODiE Award further establishes Cision as the foremost enterprise software and information services company providing solutions to professional communicators and the public relations industry."

“The 2010 CODiE Award is a major achievement for Cision,” said Marcel LeBrun, Radian6 chief executive officer. “Gaining this recognition and the Cision Social Media Dashboard’s growing stature as the best-in-class solution for PR professionals, are two examples of the synergy we envisioned when our companies first began working together in 2008.”

The 2010 award marks Cision’s second CODiE Award in as many years. The CisionPoint integrated PR workflow software platform was selected as Best Online News Service for 2009, and was a finalist for a 2010 award in the category Best Vertical Market Business Content.

Learn more about the [Cision Social Media Dashboard](#) and [CisionPoint](#).

About Cision

Cision (www.cision.com) empowers businesses to make better decisions and improve performance through its CisionPoint software solutions for corporate communication and PR professionals. Powered by local experts with global reach, Cision delivers relevant media information, targeted distribution, media monitoring, and precise media analysis. Cision has offices in Europe, North America and Asia, and has partners in 125 countries. Cision AB is quoted on the Nordic Exchange with revenue of SEK 1.8 billion in 2008.

About Radian6 Technologies

[Radian6](http://www.radian6.com) (www.radian6.com) provides the social media monitoring platform for marketing, communications and customer support professionals. The company’s flexible dashboard and as-it-happens alerts enable monitoring all forms of social media and related comments with real-time, as discovered results. Various analysis widgets give users the ability to uncover the top influencers as well as which conversations are having an impact online. Workflow features also allow users across an enterprise and with agency partners to efficiently and effectively track, manage and report on all social media engagements.

For More Information:

Andrée Beckham

Cision, US

Vice President, Marketing & Public Relations

312-873-6434

andree.beckham@cision.com

Cision empowers businesses to make better decisions and improve performance through its CisionPoint software solutions for corporate communication and PR professionals. CisionPoint was named the 2009 CODiE Award winner for Best Online News Service by the Software and Information Industry Association (SIIA). Powered by local experts with global reach, Cision delivers relevant media information, targeted distribution, media monitoring, and precise media analysis. Cision has offices in Europe, North America and Asia, and has partners in 125 countries. Cision AB is quoted on the Nordic Exchange with revenue of SEK 1.8 billion in 2008.

This press release is also available at www.cision.com