

PRESS RELEASE

Stockholm, Sweden, March 8, 2012

Cision receives threat of alleged infringement in the US

Cision announces that it has received a threat from a major US publisher of a damages claim based on alleged infringement of rights. It is at present not possible to quantify the likely potential liability that Cision could incur as a result of this claim. However, it cannot be excluded that the impact on Cision's full year earnings could be significant. Cision intends to work towards an amicable solution or otherwise invoke such defence as it sees fit. Further information will be disclosed as soon as possible.

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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 8.30 AM CET on March 8, 2012.

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 1.0 billion in 2011. This press release is also available at <http://corporate.cision.com>.