

PRESS RELEASE

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Cision streamlines media-monitoring operations

Cision is concentrating its Swedish operations for digital media monitoring to Stockholm. Some time ago, the company chose a strategic direction involving increased digitalization of deliveries to customers. It is important to maximize customer benefit, but also to improve Cision's profitability.

These operations are now conducted in two Swedish locations: Östersund and Stockholm. The operations in Östersund will be moved to Stockholm, where they will be handled by existing employees. At the same time, the company is notifying about 50 employees in Östersund of termination of employment, and the reason for the termination is a shortage of work.

This morning the company informed employees, staff organizations, the Swedish Public Employment Service and the outplacement organization TRR, Trygghetsrådet of the terminations. Together with these organizations and authorities, Cision will now create a timetable for the process. It is still too early to provide details of the process.

"We must constantly keep our long-term profitability in our sights. It is always unfortunate when employees have to leave the company. Now our focus is on how we can find the best possible way to support them in finding new jobs," **says Yann Blandy, Regional Director Nordic and Baltic at Cision.**

By concentrating the monitoring operations to one location, resources will be optimized and deliveries to customers will be guaranteed. Accordingly, fewer employees will be required to carry out the tasks. It is important for the company to create long-term profitability.

"We need to streamline our production resources and strengthen relations with our customers, in part by ensuring that we are closer to them. The great majority of our customers are located near Stockholm," **says Yann Blandy.**

Customers will not be affected by the change announced today. The company will continue to provide monitoring, and will provide digital monitoring to an even greater extent.

For further information, please contact:

Yann Blandy, Regional Director Nordic and Baltic
Tel: +46 8 507 410 16
E-mail: yann.blandy@cision.com

Annika Ferm, Senior Vice President, Corporate Communications
Tel: +46 8 507 410 34
E-mail: annika.ferm@cision.com



Cision AB (publ)
SE-114 88 Stockholm, Sweden
Telephone: +46 (0)8 507 410 00
www.cision.com

About Cision

Cision improves clients' performance through integrated services and software solutions for reputation and campaign management, media monitoring and research of media contacts.

Cision AB is quoted on the Nordic Exchange and has approx. 17 000 shareholders. The company has around 2,600 employees and a turnover of SEK 1.9 billion in 2007. Cision operates in the US, UK, Sweden, Canada, Germany, Norway, Finland, Denmark, Portugal, Lithuania, the Netherlands and China and has partners in another 125 countries.