

## **PRESS RELEASE**

Stockholm, Sweden, April 30, 2008

### **Comments from Cision's board of directors regarding a public offer from Triton**

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The European private equity-firm Triton has through a Swedish holding company, Cyril Acquisition AB, in a press release today, April 30th, 2008, announced an offer to acquire all shares and convertible participating debentures issued by Cision AB (publ).

The board of directors of Cision has been approached by Triton prior to the offer and considers Triton to be a dedicated acquirer with the ability to complete the offer and capable of taking on full responsibility as a long term active shareholder of Cision. Cision's board of directors has accepted a request for a limited due diligence prior to the announcement of the offer. Thus, certain non-public information regarding Cision has been disclosed to Triton, in particular Cision's internal forecast for 2008, a summary of which is included in Triton's press release as well as attached hereto.

It is ultimately a matter for the shareholders of Cision to evaluate the offer. Cision's board of directors views it positively that the shareholders are given an opportunity to consider the offer, and will now carefully evaluate the offer. The board will, in accordance with applicable rules, announce its opinion with respect to the offer in reasonable time prior to the end of the offer period. The board of directors has appointed Lazard AB and Företagsjuridik Nord & Co AB as its advisors.

Mr. Anders Böös, the chairman of the board of directors of Cision, who is also a member of an Industry Board within Triton, has chosen not to participate in any preparation or decision made by the board of directors of Cision in connection with the offer.

As a consequence of the offer, Cision's board of directors will discontinue the issuance of convertible participating debentures directed to key individuals within the Cision group and, which was resolved by the annual shareholders meeting 2008. The issue procedure requires, among other things, that pricing takes place without being affected by a public offer.

The Board of Directors of Cision AB

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## Appendix

Summary of Cision AB's (publ) forecast for 2008, prepared for internal managerial purposes only and disclosed on April 7th, 2008 by Cision's board of directors to Triton during its due diligence process prior to the public offer for all shares and convertible participating debentures in Cision.

The forecast is based on, among other things, the following material assumptions:

- Successful migration, according to plan, to CisionPoint in North America and Europe
- A positive response from current and new customers to CisionPoint as a product
- Cost savings from the ongoing restructuring according to plan
- A general economic development that does not affect the demand for Cision's services materially

MSEK	Forecast 2008	
	Revenues	EBIT*
Nordic & Baltic	533	30
Rest of Europe	553	64
North America	773	188
<b>Regions</b>	<b>1,859</b>	<b>282</b>
Other/eliminations	-38	-42
<b>Group</b>	<b>1,821</b>	<b>240</b>

*Note: based on the following exchange rates SEK/USD 6.0581; SEK/GBP 12.083; SEK/EUR 9.437*

*\* EBIT excluding restructuring expenses*

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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.