

PRESS RELEASE

Stockholm, Sweden, March 5, 2008

Cision appoints new Managing Director in Germany

Stefan Frohnhoff has been appointed Managing Director for Cision's operations in Germany. Stefan has most recently been Managing Director for Premiere Global Services GmbH's operations in Germany, Switzerland, Austria and Italy.

Stefan has a solid technical and business background. He has been highly successful in developing medium sized businesses on several European markets. He has demonstrated great innovative capabilities and has a strong background in service development and sales in quickly changing industries.

"I am very happy to have Stefan in this important role. He will play an important role in increasing growth on the German market by developing the offering in CisionPoint. I would also like to take the opportunity to thank our current Managing Director Oliver Grassy for his highly appreciated contributions to Cision during his years within the company. I wish Oliver the best of luck in his future career", says Niklas Flyborg, President and CEO of Cision.

Stefan will assume his new position at Cision on March 5. Oliver Grassy will consequently be leaving the company.

Cision AB (publ)

For further information, please contact:

Niklas Flyborg, President and CEO, telephone: +46 8 507 410 10, e-mail:

niklas.flyborg@cision.com

Anna-Karin Samuelson, Senior VP Human Resources, telephone: +46 8 507 410 14, mobile: +46 70 348 32 62, e-mail: anna-karin.samuelson@cision.com

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

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.