

## **PRESS RELEASE**

Stockholm, Sweden, October 1, 2007

### **Joe Bernardo and Yann Blandy appointed Regional Directors at Cision**

Joe Bernardo has been appointed Regional Director of Cision North America. Joe joined Cision in December 1998 and has most recently served as President and COO of Cision North America. Joe will assume his new position on January 1, 2008, when Steve Newman, currently Regional Director North America, retires from active management at Cision.

Steve Newman will remain in a part-time position as Non-Executive Chairman of Cision North America.

Yann Blandy has been appointed Regional Director Northern Europe. Yann has acted in the same position since July and will assume his permanent position immediately. Yann Blandy joined Cision in 2005 as Senior Vice President HR for the Group.

“I am very happy to appoint Joe and Yann Regional Directors in two very important regions. They have shown outstanding strategic capabilities and operational strength. In their new portions, they will play important roles in the continued development of our operations within media intelligence and reputation management”, says Niklas Flyborg, President and CEO of Cision.

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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. 20 000 shareholders. The company has around 2,700 employees and a turnover of SEK 1.9 billion in 2006. Cision operates in the US, UK, Sweden, Canada, Germany, Norway, Finland, Denmark, Portugal, Lithuania, Hong Kong and the Netherlands and have partners in another 125 countries.

This press release is also available at [www.cision.com](http://www.cision.com)