

PRESS RELEASE

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Cision partners with Outbrain to promote sponsored content to more than 90K blogs and publisher sites

Partnership brings amplification to Cision's Content Marketing Suite

Today Cision announced a new partnership with Outbrain, the web's leading content discovery platform, to offer customers amplification tools via its new Content Marketing Suite. With the growing need for PR professionals to find new ways of reaching new audiences, Cision's Content Marketing Suite provides a platform for companies to not only create branded content, but amplify it across multiple premiere publisher sites like CNN, NBC News and Rolling Stone.

Through the new alliance, the suite takes links to the branded content from a company's social newsroom and other owned and earned media sites and places the links as recommended stories on Outbrain's premium network of publisher sites. The Outbrain Amplify solution finds the right audience for content while they are actively looking for something new to discover. It then optimizes based on engagement, so the more interesting the content is and the more traffic it drives, the more the content will be recommended to readers.

"As leaders in content marketing, we're very happy to make our amplification tools available to others and especially Cision", said Gregg Freishtat, Senior Vice-President, Strategic Alliances at Outbrain. "They bring together many elements to get a story out, and we can help them to magnify their impact with the most relevant and engaged audiences."

Cision's Content Marketing Suite now integrates with a company's Google Analytics account to provide robust metrics – number of pageviews, unique visitors, clicks and impressions – to show how the campaigns are performing on its social newsroom and amplification tools.

"Many PR Professionals have been executing content marketing strategies for a long time while others are just starting", Cision CEO Peter Granat said. "Cision partnered with Outbrain to add new tools to our Content Marketing suite that make it easy to uncover new, engaged audiences and help brands to power their story."

Cision's content marketing suite is available by subscription through CisionPoint, Cision's Marketing and PR software platform. To learn more visit <http://us.cision.com/content-marketing>.

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Cision is a leading provider of cloud-based PR software, services and tools for the marketing and public relations 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, is quoted on the Nordic Exchange with revenue of approx. SEK 1.0 billion in 2012. For more information, visit www.cision.com.