

## Cision Launches CisionWire News Distribution Service in U.S.

### Search-Optimized Media Site and Newswire Reach Thousands of Journalists and Global Media Outlets at Less Cost Than Other Services

CHICAGO, Jun 8, 2010 (GlobeNewswire via COMTEX News Network) -- Cision, the leading provider of software, services and tools for the media and public relations industry, today launched its CisionWire news service in the U.S., enabling companies to post news releases to a search-optimized site with thousands of media subscribers and distribute news to media outlets around the world. CisionWire offers the most cost-effective news distribution available, with free posting of news releases, photos and videos during a 60-day introductory period.

CisionWire users in the U.S. will reach thousands of individual journalists around the world who subscribe to CisionWire email alerts and receive news directly from more than 400 available RSS feeds. CisionWire also proactively distributes content to 3,500 of the world's most widely accessed news portals and to thousands more newsrooms at newspapers, wire services, business journals and broadcast media.

#### Free SEO Service

Users who register for a free CisionWire account can establish their own dedicated newsrooms and immediately start uploading news releases, photos and videos at no cost, with no word-length restriction on releases. Sharing news on Twitter, Facebook and other social media platforms is intuitive and easy. The searched-optimized CisionWire site permanently archives news releases and other content, and users get reports tracking search-traffic data and web hits.

"Like traditional news release wires, CisionWire can push news out to the media, but our big advantage is our search-optimized site that pulls consumers and journalists to our content and engages them with words, images and video," said Joe Bernardo, president and chief executive officer of Cision North America.

#### Value-Added Services

In addition to attracting media from all over the world, CisionWire offers three value-added levels of proactive distribution:

- Web service distributes news releases of any length to 3,500 news websites, databases, web portals and online brokerages around the world. (Cost: \$150 per news release, with no word-length restrictions.)
- Local service reaches additional newspapers, wire services, broadcast outlets, business journals and trade media in one U.S. city or metropolitan area. (Cost: \$250 per news release, with no word-length restrictions.)
- National service distributes news to thousands of additional wire services, business journals, weekly publications, trade journals and broadcast media in the U.S. or Canada (Cost: \$350 per news release, with no word-length restrictions.)

Established for Cision's European clients in the 1990s, CisionWire is already used by tens of thousands of journalists and professional communicators every day and is an ideal solution for any size organization, from small businesses doing their own PR to large multinational organizations.

The U.S. launch of CisionWire coincides with a new contract with GlobeNewswire, a NASDAQ OMX company, to distribute CisionWire news to more than 3,500 websites, one million financial desktops, and thousands of media outlets -- including wire services such as The Associated Press, Bloomberg and Dow Jones, and national and local newslines.

"Expanding CisionWire into the U.S. provides a complete solution for customers who use our CisionPoint PR software the rest of the time," Bernardo said. "It is a cornerstone of our strategy to constantly enhance Cision's position as the world's leading provider of media research, distribution, monitoring and analysis software and services to the media and public relations industry."

"We are proud to partner with Cision to power CisionWire's news distribution capabilities," said Demetrios N. Skalkotos, senior vice president of global corporate solutions of NASDAQ OMX. "This alliance is a testament to GlobeNewswire's innovation and leadership in the press release, multimedia and news content distribution industries."

#### About NASDAQ OMX

The NASDAQ OMX Group, Inc. (Nasdaq:NDAQ) is the world's largest exchange company. It delivers trading, exchange technology and public company services across six continents, with more than 3,600 listed companies. NASDAQ OMX offers multiple capital raising solutions to companies around the globe, including its U.S. listings market, NASDAQ OMX Nordic, NASDAQ OMX Baltic, NASDAQ OMX First North, and the U.S. 144A sector. The company offers trading across multiple asset classes including equities, derivatives, debt, commodities, structured products and exchange-traded funds. NASDAQ OMX technology supports the operations of over 70 exchanges, clearing organizations and central securities depositories in more than 50 countries. NASDAQ OMX Nordic and NASDAQ OMX Baltic are not legal entities but describe the common offering from NASDAQ OMX exchanges in Helsinki, Copenhagen, Stockholm, Iceland, Tallinn, Riga, and Vilnius. For more information about NASDAQ OMX, visit <http://www.nasdaqomx.com>. \*Please follow NASDAQ OMX on Facebook (<http://www.facebook.com/nasdaqomx>) and Twitter (<http://www.twitter.com/nasdaqomx>).

Expanding upon our unrivaled, transformative trading technology, NASDAQ OMX Corporate Solutions powers global business communications. From investor relations, to corporate communications, to governance, NASDAQ OMX is the first and only exchange dedicated to owning and operating Corporate Solutions that help public and private companies worldwide minimize risk, maximize efficiency, and increase transparency.

#### About Cision

Cision (<http://www.cision.com>) empowers businesses to make better decisions and improve performance through its CisionPoint software solutions for corporate communication and PR professionals. Powered by local experts with global reach, Cision delivers relevant media information, targeted distribution, media monitoring, and precise media analysis. Cision has offices in Europe, North America and Asia, and has partners in 125 countries. Cision AB is quoted on the Nordic Exchange with revenue of SEK 1.5 billion in 2009.

#### NDAQG

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