



Press Release

FOR IMMEDIATE RELEASE – 18th September 2009

Durrants completes acquisition of Cision UK's print monitoring business

Friday 18th September 2009 – Durrants, the leading provider of media planning, monitoring and analysis announced today that it has completed its previously announced acquisition of Cision's UK print monitoring business after approval of the Office of Fair Trading.

Durrants is one of the largest and most experienced media monitoring companies in the UK and has built a reputation for delivering fast, accurate information to communication professionals across all industries. One of Durrants key strengths has always been their breadth of coverage and this acquisition will give Cision's print monitoring customers access to a comprehensive range of national and regional newspapers, trade and consumer magazines.

Jeremy Thompson, Managing Director of Durrants, said: "The acquisition of Cision's print monitoring business is an important step in cementing our position as the market leading provider of print media in the UK. We see this as a key component of our award winning services which cover all channels including broadcast, web, newswires and now, social media. We are increasingly monitoring new sources of media but print is still key to our customers.

"Over the years, Durrants has invested in the right people and technological infrastructure which allow us to deliver a suite of products that help our customers manage their reputation and control their media programmes. Our commitment is to continue to provide an exceptional level of service and evolve our products to suit the changing needs of our market. We look forward to delivering a premium quality service to these new customers."

About Durrants:

Durrants (www.durrants.co.uk) has been providing an invaluable service to communications and PR specialists for over 125 years. Having pioneered the industry, it continues to lead the market through product innovation and customer service and, as a result, remains one of the industry's preferred suppliers. Combining technology with the expertise of in-house editorial, analysis and account management teams, Durrants produces accurate and timely information to organisations across all sectors of the UK economy including FTSE 250 companies, private companies, government departments, PR agencies and charities.

Durrants supports each stage of the PR process with specialist data and applications that permit journalist identification, press release distribution, media monitoring and evaluation. The award winning service provides access to a 40,000 record journalist database, monitoring from more than 11,000 UK print and web news sources as well as media evaluation options that are within the budget of every customer. Durrants is a private company, backed by Exponent Private Equity.

About Cision AB:

Cision empowers businesses to make better decisions and improve performance through its CisionPoint software solutions for corporate communication and PR professionals. CisionPoint was named the 2009 CODiE Award winner for Best Online News Service by the Software and Information Industry Association (SIIA). 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 1.8 billion in 2008.

For more information please contact:

Alex Bates

Marketing Manager, Durrants

Direct: +44 (0) 207 674 0311

Email: alex.bates@durrants.co.uk