

Cision Finalizes PR Newswire Acquisition

PR Newswire
CHICAGO

Cision's award winning PR software expands with PR Newswire's largest global distribution network

CHICAGO, June 17, 2016 /PRNewswire/ -- Today, [Cision](#) finalized the acquisition of [PR Newswire](#). The deal is approved in all markets worldwide except Dubai and China, where it is pending regulatory review. By combining capabilities, Cision and PR Newswire will provide clients with the industry's best content distribution, influencer outreach, media monitoring and analytics offerings. This also expands Cision's international reach, providing access to 170 countries and 40 languages.

Experience the interactive Multimedia News Release here: <http://www.multivu.com/players/English/7859551-cision-acquires-pr-newswire/>

In conversations with clients, Cision repeatedly heard the need for an integrated solution that allows them to manage campaigns and distribute multimedia messages through a variety of channels. With Cision's acquisition of PR Newswire, consumers now have access to global technology and service, deeper relationships with media and influencers, and the largest content distribution network available.

For Cision clients, the acquisition provides access to the industry's largest and most trusted distribution network of media outlets, websites and social media channels as well as access to new offerings including multimedia content distribution, [IR tools](#), [ProfNet](#) and [MultiVu](#) creative services. For PR Newswire customers, the acquisition provides access to award-winning PR software, the industry's most comprehensive influencer database and a full suite of monitoring and analytics services.

"Cision has always been a leader in influencer identification, media monitoring, social engagement and analytics," said Cision CEO Peter Granat. "The acquisition of PR Newswire, the market leader in press release distribution, is a huge step in providing our customers a complete integrated solution for all their PR, IR and social media needs. To combine two PR powerhouses means we can provide the most robust tools and services for PR and communication professionals to tell their stories in virtually any medium around the world."

PR Newswire's CEO Bob Gray will be transitioning out of the business and Peter Granat will be the CEO of the combined organization.

The combined product roadmap and timeline will be finalized in the coming months. While the product roadmap is being developed, Cision and PR Newswire will continue to invest in and support all existing services.

Learn more about the announcement and [read the FAQs here](#).

About Cision:

Cision is a leading global media intelligence company, serving the complete workflow of today's communication professionals. Offering the industry's most comprehensive PR, IR and social media software, rich analytics, content distribution, and influencer outreach, Cision enables clients to engage audiences, enhance campaigns and strengthen data-driven decision making. Cision solutions include PR Newswire, Gorkana, PRWeb, Help a Reporter Out (HARO) and iContact brands. Headquartered in Chicago, Cision serves over 100,000 customers in 170 countries and 40 languages worldwide, and maintains offices in North America, Europe, Asia, Latin America and Australia. For more information, visit www.cision.com or follow [@Cision](#) on Twitter.

Contact: Stacey Miller
stacey.miller@cision.com
301-683-6038

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