

Cision Finalizes Sale of Agility to Innodata

Divestiture represents final step of Cision's acquisition of PR Newswire

PR Newswire
CHICAGO

CHICAGO, July 14, 2016 /[PRNewswire](#)/ -- Today, [Cision](#) finalized the sale of its U.S. and U.K. Agility business to MediaMiser, an Innodata company (NASDAQ: INOD). The divestiture was a requirement for approval of Cision's acquisition of PR Newswire, [which was finalized June 17, 2016](#).

The sale of Agility includes the assets and rights related to the business, including the Agility and Agility+ applications and platform, its global media database and customer contracts in the United States and United Kingdom. All Agility clients outside of the U.S. and U.K. can continue to use Agility and will be migrated to Cision's platform over time based on their specific needs.

Cision and PR Newswire will work closely with MediaMiser to ensure a seamless transition of Agility in the U.S. and U.K. Agility customers should continue to use the service as they always have, and contact their sales representatives if they have any specific questions.

"With the sale of Agility, we can now focus on fully integrating PR Newswire into the Cision business," said Cision CEO Peter Granat. "We look forward to combining our capabilities to become the leader in PR, content marketing and social software with the best-in-class suite of solutions and services in the market."

The combined product roadmap and timeline for the PR Newswire acquisition will be finalized in the coming months. Learn more Cision's acquisition of PR Newswire [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.

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