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Capitol Acquisition Corp. III to Combine with Cision

Combination to Provide a Public Currency and Financial Flexibility to Expand Cision's Growth and Global Leadership in Media Communication Technology and Analytics

Combined Company to be Well Positioned to Capitalize on the Rising Importance of Earned Media with a First-of-its-Kind Cloud-Based Platform – the Cision Communications Cloud™

Investor Conference Call Scheduled for Monday, March 20th, at 11:00am EDT

CHICAGO and WASHINGTON, March 20, 2017 /PRNewswire/ -- The parent company of Cision, a global provider of cloud-based earned media solutions, and Capitol Acquisition Corp. III (NASDAQ: CLAC; "Capitol"), a public investment vehicle, announced that they have entered into an agreement in which Cision will become a publicly listed company with an anticipated initial enterprise value of approximately \$2.4 billion.

Cision delivers an easy-to-use platform for communicators to reach relevant media influencers and craft campaigns that impact customer behavior. This platform enables companies and brands to build consistent and meaningful relationships with influencers and buyers to amplify their marketplace influence. With rich monitoring and analytics, the Cision Communications Cloud™

arms brands with the insights they need to link their earned media to strategic business objectives while aligning it with owned and paid channels.

Cision's management team, led by CEO Kevin Akeroyd and CFO Jack Pearlstein, will continue to run the combined company post-transaction. Capitol Chairman and CEO, Mark Ein, will join the combined company's board of directors and serve as vice chairman. Capitol President and CFO Dyson Dryden will also join the board.

The rise of marketing technology is driving increased investment in communications and PR. According to Gartner Inc., marketing technology spending is expected to exceed core enterprise IT by 2017 and is growing much faster (12% vs. 3%, respectively). Evidence by GlobalWebIndex research indicates that 60% of desktop users have used ad-blockers, showing marketing technology spending is shifting toward earned media channels instead of paid advertising. These tailwinds and strategic flexibility provided by the merger will broaden Cision's market opportunity beyond leadership in global communications intelligence software and services, a \$3 billion industry according to Burton-Taylor International Consulting LLC, into the marketing software market, which IDC estimates will reach \$32 billion by 2018, and ultimately into the broader digital marketing and data markets.

"This transaction reflects the significant progress Cision has made in its effort to build the most comprehensive media intelligence platform in the world," said GTCR Managing Director Mark Anderson. "We look forward to Cision continuing to expand and accelerate its global leadership position as a public company with access to new sources of capital."

About Cision

Cision is a media communication technology and analytics company that enables marketers and communicators to effectively manage their earned media programs in coordination with paid and owned channels to drive business impact. As the creator of the Cision Communications Cloud™, the first-of-its-kind earned media cloud-based platform, Cision has combined cutting-edge data, analytics, technology, and services into a unified communication ecosystem. Cision solutions also include market-leading media technologies such as PR Newswire, Gorkana, PRWeb, Help a Reporter Out (HARO) and iContact. Cision serves over 75,000 customers in 170 countries and 40 languages worldwide, and maintains offices in North America, Europe, the Middle East, Asia, and Latin America. For more information, visit www.cision.com or follow @Cision on Twitter.

About Capitol Acquisition Corp. III

Capitol Acquisition Corp. III is a public investment vehicle formed for the purpose of effecting a merger, acquisition or similar business combination. Capitol is led by Chairman and Chief Executive Officer Mark D. Ein, and President and Chief Financial Officer L. Dyson Dryden. Capitol's securities are quoted on the Nasdaq stock exchange under the ticker symbols CLAC, CLACW and CLACU. The company, which raised \$325 million of cash proceeds in an initial public offering in October 2015, is Capitol's third publicly traded investment vehicle. The first, Capitol Acquisition Corp., created Two Harbors Investment Corp. (NYSE: "TWO"), a leading mortgage real estate investment trust (REIT) and the second, Capitol Acquisition Corp. II, merged with Lindblad Expeditions, Inc. (NASDAQ: "LIND"), a global leader in expedition travel.

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