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SAGE® ANNOUNCES NEW FEATURES AND UPDATES AT SAGE CONFERENCE VIRTUAL

SAGE announces SAGE Online 17 with over 185 new features and enhancements, updates to SAGE Web, and new SAGE Websites at SAGE Conference Virtual.

Addison, TX (March 29, 2021) – Last week at SAGE Conference Virtual, SAGE's popular annual users' conference, SAGE debuted several new features and updates to their products and services. Eric Natinsky, SAGE CEO, unveiled SAGE Online 17, the latest version of the company's flagship research and business management solution. Other releases include highly anticipated advancements and capabilities for SAGE Web, SAGE's web-based service for Macs and any other device with a web browser, and fresh, new, modular SAGE Websites.

"Our goal at SAGE has always been to build powerful solutions for the industry that are also easy to use," said Eric Natinsky, SAGE CEO. "We are continuously streamlining our products and processes to make them even more efficient, and with the updates in this release, we know our customers will be able to save time and be more productive."

SAGE Online 17 reveals a refreshed overall look and feel and a number of new, user-driven additions within each module, each designed to maximize ease-of-use. The product search area upgrades include new search criteria such as the ability to search for Canadian friendly suppliers, filter product results by decoration availability, and more. Users will also see increased functionality within the presentations area, allowing them to choose a template when creating a presentation and drag presentation items to orders, email campaigns, or print publications.

The new SAGE Online 17 also incorporates popular customer-requested features such as an increased page count for custom printed catalogs created in the Print Studio. Users can add a clients' text messaging preferences in the CRM module, and send invoices that include payment links through SAGE

Order Management. Other exciting additions include new scheduling options in the Email Campaigns area, the ability to add products from presentations to an email campaign, and more.

Substantial upgrades have also been made to the immensely popular Project Management area where distributors can easily view and manage all projects, track their status, and improve their team's organization. With added workflow steps, additional client customization options, and new organization options, distributors can further tailor the tool to their specific needs.

Eagerly awaited updates to SAGE Web, SAGE's web-based research tool, will also be released over the next few months. SAGE Web will soon include added features like Project Management, SAGE Chat, Print Studio, and Email Campaigns, as well as enhancements to the presentations area, giving Mac users and others using web browsers the same core functionality that exists in the Windows-based SAGE Online.

Also arriving in March, the brand-new SAGE Websites signal a new era with fresh, contemporary design and more customization options than ever before. In addition to modern features like video backgrounds and mega-menu support, the latest SAGE Websites are built with modules, allowing distributors to turn on and off, reconfigure, and reposition each module to create the website they've always wanted. Other exciting enhancements include filter options to drill down search results, the addition of the SAGE Virtual Design Studio in the admin area to easily add logos to product images, and carts can now be pushed to SAGE Order Management, streamlining the ordering process.

"We're excited for this release because a lot of the new features and updates were specifically designed in response to our customers' feedback," Eric Natinsky, SAGE CEO, commented. "We always do our best to listen and when we have an opportunity like this, to implement their ideas to help them be more successful."

SAGE Online 17 is available now. Subscribers will receive an "update available" prompt upon logging into SAGE Online as soon as the new version is available to them. The new SAGE Websites will be available within the next week. The SAGE Web updates will be rolling out over the next few months, starting in April. Distributors can expect to receive automatic, unintrusive software updates throughout the duration of the release. There is no additional charge for any of these updates.

SAGE customers who could not attend the SAGE Conference can view recordings of the sessions in SAGEmember.com.

SAGE encourages distributors who are not already SAGE subscribers to take advantage of its complimentary 30-day Total Access subscription. Visit their website to get started with SAGE Total Access, which includes SAGE Online, SAGE Web, and SAGE Mobile.

About SAGE

SAGE, based in Addison, Texas, is the leading provider of information, marketing, and business management solutions to the promotional products industry. In addition to SAGE's flagship SAGE Online™, SAGE Web™, and SAGE Mobile™ research and business management services, SAGE also provides the industry with other research services, order management, website and email services, e-commerce solutions, end-buyer catalogs, artwork services, payment processing, tradeshows, tradeshow management services, and lead retrieval software. SAGE is also the exclusive technology provider for members of the Promotional Products Association International (PPAI), the industry's non-profit association as well as Promotional Products Professionals of Canada (PPPC), Canada's non-profit association. For more information, please visit www.sageworld.com or call 800.925.7243.