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SAGE® LAUNCHES MOBILE-FRIENDLY WEBSITES FOR CUSTOMERS

The new responsive designs will help SAGE customers attract new clients to their website and impress website visitors with improved look and functionality.

Addison, Texas (July 16, 2015) – SAGE unveiled mobile-friendly themes for its popular WebExpress and WebExpress Pro website services. This brand new responsive design adapts to the device from which the site is being accessed, so website visitors will enjoy a flawless online experience whether they're visiting the site from their desktop, tablet or mobile devices. Additionally, Google has implemented a new algorithm that boosts the rankings of responsive sites for searches performed on mobile devices. SAGE's new website designs will allow its customers to fully benefit from the new algorithm.

"With so many different devices and sites becoming available to do business online, it was important we offer our customers modern online and mobile environments that meet their customers' expectations across all channels, whether they're browsing on a desktop, tablet or smartphone. These responsive websites offer continuity among different viewing devices and help our customers maintain consistent branding," said David Natinsky, President of SAGE.

In addition to the new responsive design, the new themes also feature a fresh, modern look and feel. Key features include a cleaner design and an enhanced visual experience throughout the site, the ability to do fly-outs and drop-downs on all navigation, detailed color settings for each area of the site, additional header customization features, embedded maps to your office

-more-



location and more. SAGE PromoSearch®, the product searching website add-on with full e-commerce capabilities, has also been completely refreshed with a modern look and feel to provide the best end-buyer product search and e-commerce experience possible.

Natinsky continued, “We pride ourselves on keeping up with the latest trends and providing our customers with technology solutions that are ahead of the curve. We’re proud to be providing the first industry solution to offer distributors and suppliers truly responsive, modern, mobile-friendly websites.”

The new responsive designs are now available to all SAGE website subscribers at no additional cost. Upgrading is easy through SAGE’s convenient one-click upgrade process that will seamlessly upgrade the site in seconds without losing any content. Current customers can upgrade to the new designs by logging in to www.sagemember.com and clicking the Upgrade My Website button on the home page. Further customization options are in the WebExpress | Themes area. For more information on the new responsive websites, please visit www.sageworld.com/responsive-websites.

You can view demos of the new responsive sites at www.trywebexpress.com and www.trywebexpresspro.com. SAGE offers a variety of website options to companies in the promotional products industry. To learn more, visit www.SAGEworld.com.

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 Mobile™, and SAGE Web™ research and business management services, SAGE also provides the industry with other research services, order management, website and email services, e-commerce solutions, end user catalogs, artwork services, payment processing, tradeshow, 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. For more information, please visit www.sageworld.com or call 800.925.7243.

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