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FOR IMMEDIATE RELEASE

SAGE® ANNOUNCES SAGE ONLINE™ 12.5 AND NEW FEATURES IN SAGE WEBSITES

SAGE Online 12.5 features significant additions, including a product Q&A section, multiple product images, and new search views. SAGE Websites enhancements include modern layouts, advanced reporting, and custom options.

Addison, TX (January 9, 2017) – SAGE announced several exciting new features during the SAGE Conference today. Eric Natinsky, SAGE CEO, revealed an upcoming new release of the company's flagship research and business management solution, SAGE Online, as well as new features in SAGE Websites.

SAGE Online 12.5 includes a host of new features to further solidify SAGE Online as the most advanced product research and business management tool in the industry. Highlights of the new features include:

- A new Q&A section to ask the community and suppliers questions about products
- Multiple product images showing alternate colors and angles
- Simplified search views show users only the most common search fields
- An optional, second pre-designed email campaign every month
- Add the client's saved logo to the products in a presentation
- New decorators search area to find embroiderers, screen printers, and more
- A simplified import of email lists to send email campaigns

David Natinsky, President of SAGE, commented, "We're incredibly excited to get the new SAGE 12.5 into our customers' hands. We listened closely to our users and worked to provide an array of advanced solutions to make running their promotional products business even easier."

The upcoming SAGE Websites enhancements put the power to create truly custom websites in the hands of every subscriber. Among the most significant new features are:

- Modern, full-page-width layout and background options
- Complete customization and positioning of your home page content
- Updated rich text editor for easy design of completely custom pages
- Multiple product images showing various colors and different angles
- Blog area to easily post your blog articles
- Featured video and testimonial areas on your home page
- File library area to host and include custom content like images, PDFs, and other files on your website
- Online invoice payment for clients with SAGE Payment Processing™
- Advanced statistics and analytics regarding your website visitors

Natinsky explained, "These new options allow our users to create a truly custom web presence, tailored to their exact needs and preferences. We hope that all of our subscribers will take advantage of these upgrades to advance their website marketing and functionality."

SAGE Online 12.5 will start rolling out to all SAGE Online customers in February. Customers will receive an "update available" message as soon as the new version is available to them. As always, there is no additional charge for the upgrade.

The new SAGE Websites features will be automatically available to SAGE WebExpress Pro™ subscribers in late January.

SAGE encourages distributors who are not already SAGE subscribers to take advantage of its complimentary 30-day Total Access subscription to give it a test drive. Visit trysage.com to get started with SAGE Total Access, which includes SAGE Online, SAGE Web, and SAGE Mobile.

About SAGE Online

SAGE Online™ is the top-rated promotional product research and business management solution in the industry, with over one million products from nearly 4,300 suppliers. It's packed with powerful features that streamline your business processes. Serving the majority of

promotional products distributors, SAGE Online provides complete product and supplier research, impressive presentation capabilities, order management, customer relationship management (CRM), electronic catalogs, supplier specials, tradeshow information, email campaigns, virtual sampling, and much more.

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. For more information, please visit www.sageworld.com or call 800.925.7243.