

## **SAGE® and SmartBlast® Announce Marketing Relationship**

Carrollton, TX (November 1, 2007) – SAGE and SmartBlast announce that they have entered into a broad marketing relationship to build on their respective strengths in the industry. Under the agreement, SAGE will be endorsed as SmartBlast's Official Research Solution Provider and will provide SAGE with a variety of marketing and advertising support. In part, SmartBlast.com will provide marketing services for the popular SAGE Showcase™ traveling tradeshow through its 47,000 distributor network. Furthermore, SmartBlast will be a SAGE Licensed Email Marketing Provider and will assist SmartBlast in various marketing and sales efforts.

"SmartBlast is the clear leader in industry email marketing services and SAGE is the leading provider of information services, business management tools, traveling tradeshows, and other services for the industry," said David Natinsky, President of SAGE. "Working together with SmartBlast was simply a natural fit given our respective products and services and mutual market opportunities," he continued. Michael Ryan, President of SmartBlast, said, "The SAGE name is synonymous with best-of-breed tools and services for this industry. And of course, SmartBlast is the most recognized email brand in the industry today. Our relationship with SAGE will allow both companies to leverage one another's strengths." Ryan continued, "We're particularly looking forward to providing additional marketing support for the SAGE Showcase traveling tradeshows to help drive even more attendance to their already-popular shows." The parties plan to begin marketing efforts under the agreement immediately.

### **About SAGE**

SAGE, based in Carrollton, 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™ research service, SAGE also provides the industry with other research tools, website and email services, e-commerce solutions, end user catalogs, artwork services, tradeshows, tradeshow management services, and lead retrieval software. For more information, please visit [www.sageworld.com](http://www.sageworld.com) or call 800.925.SAGE.

### **About SmartBlast**

SmartBlast.com, based in Chicago, IL, is the leading provider of email marketing services to the promotional products industry. In addition to email, SmartBlast also provides direct mail solutions, list management services and eCatalog solutions. For more information, please visit [www.smartblast.com](http://www.smartblast.com) or call 866-499-8017

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