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## FOR IMMEDIATE RELEASE

### **SAGE® RELEASES NEW WEB SERVICES FEATURES**

**New features and updates enhance customization, functionality, and appearance of SAGE's popular web services.**

Carrollton, TX (August 1, 2008) SAGE announces several major new features and updates to its SAGE WebExpress™, SAGE WebExpress Pro™ and SAGE WebStore™ services. As part of the release, SAGE has introduced new, modern layout styles for WebExpress and WebExpress Pro with unlimited color and customization options along with category lists and "quick search" functionality for WebStore integration.

David Natinsky, President of SAGE, said, "These new updates reinforce our web tools' position as ideal solutions for promotional products suppliers and distributors. A lot of our competitors have template-based sites with minimal customization and lackluster appearance. Then of course at the other end of the spectrum are custom-designed sites that can look great but the implementation can be expensive and time-consuming, not to mention the challenge of trying to update the site on an ongoing basis. Our tools fall right in between these two extremes – they are turn-key solutions with easy maintenance but now provide appearance and customization options that allow our sites to rival the best custom-built sites. It's really the best of both worlds."

– more –

In addition to the modern layout styles with customizable themes, the new update also includes:

- Frameless home pages for optimum search engine optimization
- Completely customizable navigation system
- Quick search bar for WebStore
- Category list for WebStore
- New high-quality product images for WebStore
- Full-text descriptions for WebStore products
- Numerous additional search options

Natinsky continued, "It's not enough to have a generic-looking site anymore. Distributors and suppliers want sites that look great and have premium functionality but at the same time are reasonably priced and easy to maintain. We're the only ones in the industry providing a solution that hits the mark."

All of the updates that are part of this release are available now for both current SAGE subscribers and new customers. More information and example sites are available at [www.sageworld.com](http://www.sageworld.com).

SAGE WebExpress™ is a standard website system that is provided at no additional charge for all SAGE Online™ subscribers. SAGE WebExpress Pro™, an upgrade from the basic WebExpress site, provides a dynamic, fully-customizable website system offering a turn-key, modern web presence for suppliers and distributors. SAGE WebStore™ is a complete product research module for distributor websites to provide end-user research capabilities and e-commerce on their own websites or on SAGE WebExpress or WebExpress Pro sites.

SAGE®, based in Carrollton, Texas, is the leading provider of information and marketing solutions to the promotional products industry providing product research tools, websites, e-commerce solutions, end user catalogs, artwork services, traveling tradeshow and tradeshow management services.

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