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## **FOR IMMEDIATE RELEASE**

### **SAGE ONLINE™ IDENTIFIED AS THE MOST POPULAR RESEARCH METHOD**

**Distributors responding to the 2008 PPAI Distributor Business Survey mentioned SAGE Online more often than any other research method.**

Carrollton, TX (April 20, 2009) – According to the 2008 PPAI Distributor Business Survey, more distributors mentioned using SAGE Online for product research than any other industry source. The triennial study, executed for the Association by LJ Market Research in San Diego, enables distributors to compare their performance and practices against other similarly-situated distributors. SAGE Online was mentioned in 43% of the responses, whereas ASI's ESP Online was mentioned in 37% of the responses.

David Natinsky, President of SAGE, commented, "We are extremely pleased by the results of this survey. We owe a big thank you to all of our customers for supporting us and our products. We very much look forward to continuing to provide the industry with the tools that businesses in our industry need at an affordable price."

For more information regarding the survey, please visit  
<http://www.ppbmag.com/Article.aspx?id=4556>.

### **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

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

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