



2508 Highlander Way Ste. 200
Carrollton, TX 75006

p 214.631.6000

f 214.631.2323

Contacts:

Bille Jo Walchek
Marketing Manager
SAGE - Quick Technologies Inc.
214.631.6000
bille@sageworld.com

Sloane Bouchever
President
Merchant Focus Processing, Inc.
888-809-8905 x12
sbouchever@merchantfocus.com

PPAI ■ DMIA
ARA ■ PPAC

FOR IMMEDIATE RELEASE

SAGE® ANNOUNCES NEW CREDIT CARD PROCESSING SERVICE

SAGE, through Merchant Focus, offers competitive payment processing services for industry companies who are currently taking or wish to take credit cards.

Carrollton, TX (September 3, 2009) – SAGE announces that it has partnered with Merchant Focus Processing, Inc., a leader in payment processing solutions, to provide companies in the promotional products industry with ultra-competitive rates and unsurpassed customer service for credit card processing.

David Natinsky, President of SAGE, commented, "We're very excited about our new relationship with Merchant Focus. Not only are we now able to provide more competitive rates for credit card processing to the industry, but Merchant Focus has the same commitment to customer service as we do – and that was very important to us."

"We are delighted to be working with SAGE and its customers," said Sloane Bouchever, Merchant Focus President. "Merchant Focus is committed to providing Interchange-Plus pricing to SAGE's established clients, and low fixed rates to SAGE's new and midsize merchants. Coupled with our reputation for excellent customer support, we are confident we will have a very successful long term partnership."

SAGE Payment Processing through Merchant Focus will be priced with two tiers. The first tier offers fixed rate pricing for new merchants or those processing less than \$250,000 per year in MC/Visa transactions. The second tier is for those more established companies processing a minimum of \$250,000 per year. The second tier



will receive quoted pricing based on “interchange-plus” pricing, which has never before been offered directly to the promotional products industry.

Natinsky continued, “We’ve found that most companies don’t know what they are really paying for credit card processing fees. Everyone thinks they are getting a great deal, but the reality is that most companies are not. Merchant Focus will analyze your bankcard statements and prepare a custom proposal to show you exactly what you’ll save by switching. And we’re not talking about just a few dollars here or there. The difference can be staggering in many cases.”

Payment transactions will be processed by Merchant Focus through the SAGE Virtual Terminal, a web-based terminal that can be accessed from anywhere, or SAGE’s XML API, which is an interface for connecting back-end systems to our payment gateway. Back-end payment processing gateway services will now be provided by Authorize.Net, a global leader in payment gateway services.

Customers who are currently using SAGE Payment Processing through First Data can continue to use their payment processing services as-is until they choose to transition to Merchant Focus.

For more information or to apply for SAGE Payment Processing, please visit www.sageworld.com or call SAGE at 800.925.SAGE.

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 services, website and email services, e-commerce solutions, end user catalogs, payment processing services, artwork services, tradeshow, tradeshow management services, and lead retrieval software. For more information, please visit www.sageworld.com or call 800.925.SAGE.



About Merchant Focus

Merchant Focus Processing, Inc., a leading provider of merchant payment solutions, focuses on two distinct market segments, each of which has special requirements and challenges. Merchants transacting \$250,000 or more annually in credit card sales qualify for Interchange-Plus pricing with no monthly fees of any kind, and brand new businesses encounter special merchant friendly terms and low fixed pricing.

####