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**FOR IMMEDIATE RELEASE**

**SAGE® AND SMARTBLAST ANNOUNCE RESELLER RELATIONSHIP**

**SAGE and SmartBlast have expanded their existing marketing relationship by entering into an exclusive reseller arrangement in which SAGE will resell SmartBlast products and services.**

Carrollton, TX and Chicago, IL (October 20, 2009) – SAGE and SmartBlast.com, Inc. announce that they have entered in a reseller relationship in order to build upon the existing marketing relationship between the two companies. As part of the new relationship, SmartBlast has appointed SAGE as the exclusive reseller of SmartBlast blast emailing and DigiCatalog electronic catalogs for the promotional products industry.

David Natinsky, President of SAGE, commented, "This new relationship with SmartBlast adds the industry's leading blast emailing service and market-leading electronic catalog services to our existing supplier services portfolio. We are thrilled to be continuing our relationship with SmartBlast and we look forward to adding these products to our mix for our customers."

SmartBlast President Michael Johnston said, "We are very excited about this new relationship with SAGE. Like many of the SAGE services, our blast emailing service is the leader in the industry. It was natural for us to work together to provide the best comprehensive solution of marketing services to the industry."

Under the new relationship, SAGE will handle marketing and sales for the SmartBlast products, while SmartBlast will continue handling operations for the distribution of the blast emails and creation of the electronic catalogs.



Suppliers who are interested in blast emailing or electronic catalogs should contact SAGE at 800.925.7243 or [www.sageworld.com](http://www.sageworld.com). All customers with current SmartBlast contracts will be transferred to SAGE at the same prices and terms.

### **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](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. With a distribution to over 50,000 distributors, it is the only blast email provider in the industry with in-house blasting capabilities with a 100% Sender Score, a testament to its commitment to responsible list management. In addition to email, SmartBlast also provides direct mail solutions, list management services and eCatalog solutions.

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