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FOR IMMEDIATE RELEASE

SAGE® AND STAPLES® ANNOUNCE NEW PROGRAM FOR SAGE CUSTOMERS

SAGE and Staples announce that SAGE customers can now take advantage of Staples Advantage™, a unique program offering great discounts and fabulous benefits on office supplies and equipment.

Carrollton, TX (November 13, 2009) – SAGE and Staples, one of the leading office supply companies, announce that all SAGE customers are now entitled to become Staples Advantage members. Through the Staples Advantage program, SAGE customers can now get:

- Savings of an average of 65% off of list price with the Unbelievable Book (3,000 custom priced items)
- Custom pricing on most commonly ordered items
- Easy online ordering
- Free next day service (\$30 minimum order)
- Reporting features to help with budgeting
- Dedicated Staples Account Manager
- Online Print Services
- And much more!

David Natinsky, President of SAGE, commented, "We're thrilled to be working with Staples and to be able to offer this great benefit to our customers. Every business needs office supplies and equipment, so we're hoping that this new relationship will help all of our customers save a lot of money."



Michelle Kiel, District Sales Manager of Staples, said, "We are very excited to be working with SAGE and to be able to provide this exciting program to all of SAGE's customers in the promotional products industry."

There is no fee to join the Staples Advantage program or to receive these benefits. Current SAGE customers should visit www.sagemember.com to apply online. Industry companies who are interested in becoming SAGE subscribers may visit www.sageworld.com or call 800.925.7243.

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, artwork services, tradeshow, tradeshow management services, and lead retrieval software. For more information, please visit www.sageworld.com or call 800.925.SAGE.

About Staples

Staples, the world's largest office products company, is committed to making it easy for customers to buy a wide range of office products, including supplies, technology, furniture, and business services. With 2008 sales of \$23 billion and 91,000 associates worldwide, Staples serves businesses of all sizes and consumers in 27 countries throughout North and South America, Europe, Asia and Australia. In July 2008, Staples acquired Corporate Express, one of the world's leading suppliers of office products to businesses and institutions. Staples invented the office superstore concept in 1986 and is headquartered outside Boston. More information about Staples (Nasdaq: SPLS) is available at www.staples.com

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