Contact:
Bille Jo Walchek
Marketing Manager
SAGE - Quick Technologies Inc.
214.631.6000
Bille.walchek@sageworld.com

FOR IMMEDIATE RELEASE

SAGE® ANNOUNCES SAGE ONLINE™ 8.0

SAGE Online 8.0, the latest version of the industry's leading research and business management service, is released to customers.

Carrollton, TX (February 23, 2010) – SAGE announces the release of SAGE Online™ 8.0, the latest version of SAGE's flagship research and business management service for promotional products distributors. The new version contains over 75 innovative new features and enhancements, including new intelligent dimensions searching, a real-time alert system, a new specials area with product-specific specials and intelligent filtering, presentation publisher enhancements, as well as a newsfeed service.

David Natinsky, SAGE's President, describes the new alerting system in SAGE Online as a "game changing" feature. "In the past, SAGE and other industry research services have all made the information available to distributors and relied on distributors to go in and find what they want. With our new alerting service, distributors can configure alerts so that information they want to know is pushed to them automatically. For example, you can get a notification anytime your favorite suppliers post a special, or if a price changes on an item you sell often." Natinsky continued, "With 8.0, distributors who use SAGE Online are going to be more productive and informed than ever before."

SAGE is also the first industry service to introduce intelligent dimensions searching. Natinsky explained, "Imagine your customer wants a 7"x8" mouse pad. So

you type in 7″x8″. SAGE Online 8.0 can find mouse pads that are exactly 7″x8″ if that's what you really need, but it can also find mouse pads that are 'close enough' such as a 7 1/2″ x 8 1/4″ mouse pad. We spend a lot of time making our search technology 'smarter' and this is just one example of that.″

SAGE has also revamped SAGE Online's specials area to provide distributors with quick access to all of the industry's supplier specials. Specials are now product-specific and distributors can also apply filters so that they only see the specials they really care about. The specials area ties in with SAGE's unique SAGE Supplier Center that suppliers use to enter specials and product information in real-time without any delays.

SAGE has begun rolling out SAGE Online 8.0 to all of its current customers and expects the rollout to be complete in a couple of weeks. The rollout is done in phases and customers will see an "update available" message when they start SAGE Online as soon as their account is randomly selected for updating. As always, SAGE Online's update process is fully automated and there is no additional charge to receive this latest update.

About SAGE Online

SAGE Online is the industry's leading product research service. Serving thousands of promotional products distributors and producing over 10 million searches per year, SAGE Online provides complete product and supplier research, impressive presentation capabilities, electronic supplier catalogs, supplier specials, tradeshow information, SAGEim™ instant messaging, order tracking, and much more. SAGE Online starts at just $49 per month with reasonably priced additional user licenses available for larger organizations.

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

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