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FOR IMMEDIATE RELEASE

SAGE® ANNOUNCES SAGE ONLINE™ 8.5

SAGE releases a new version of SAGE Online with complete order creation and management capabilities.

Carrollton, TX (December 16, 2010) – SAGE announces the release of SAGE Online™ 8.5, the latest version of the industry's most popular research and business management service for promotional products distributors. This version contains over 100 innovative new features and enhancements, including a brand new order management system to allow distributors to easily create, deliver, track and manage documents used throughout the order process.

The new SAGE Order Management System gives distributors the ability to create each form needed in the order process from start to finish, including requests for quotes, sample orders, catalog requests, customer quotes, sales orders, purchase orders, order acknowledgements, and invoices. Items can be easily added from a search or the Project Center, or items can be created from scratch. Supplier-facing forms can be delivered through the SAGE network directly to the supplier, with complete tracking and delivery confirmation. Client-facing forms are sent via email directly to clients. If the distributor has a question, one click will connect them directly to the supplier's representative through SAGEim. The system also has detailed modification history tracking for auditing purposes. Distributors can effortlessly move from one form to the other through the order process, without having to rekey any

information. Once an order is complete, the information can also be exported via XML or directly to QuickBooks.

David Natinsky, SAGE's President, said "We're really excited to be able to offer full order management as part of SAGE Online. Now SAGE Online doesn't stop with the presentation. Your information continues to flow straight through the ordering process, without having to rekey anything. This new system is directly in line with our goal to give distributors tools to allow them to be as efficient as possible so they can focus on their customers and their business."

SAGE Online 8.5 also includes a number of other new features, which Natinsky says come mostly from customer feedback. The new order management system is included in SAGE Online, for no additional charge.

SAGE has begun rolling out SAGE Online 8.5 to all of its current customers and expects the rollout to be complete in a few 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 #1-rated 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 800.925.7243.

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