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FOR IMMEDIATE RELEASE

SAGE® ANNOUNCES SAGE MOBILE™ FOR THE IPHONE AND IPAD

SAGE releases a native iOS app for the iPhone and iPad with many new features beyond the existing SAGE Mobile for the Web.

Carrollton, TX (June 6, 2011) – SAGE announces the release of SAGE Mobile™ for iPhone/iPad, the industry's first native Apple iOS app with full product and supplier research. Using SAGE Mobile for iPhone/iPad, industry distributors can now have mobile access to many of the same features that they enjoy at the desktop using SAGE Online™, the industry's most popular research and business management service.

SAGE Mobile for iPhone/iPad allows distributors to search for products, view full product details and images, flip through supplier catalogs, view supplier information, and manage tradeshow. Plus, the app seamlessly integrates with SAGE Online to provide on-the-go access to the Project Center, Client Address Book, Order Management, and Tradeshow areas. Products can even be added to the Project Center from the road, then seamlessly accessed back at the office from SAGE Online. The app also integrates with SAGE Online's Order Management area to provide on-the-go access to orders. The app's Tradeshow area provides the ability to access and manage your tradeshow walk lists, including tagging suppliers and adding memos as you walk the show. There is also a "client safe" mode that hides confidential information.

David Natinsky, SAGE's President, said in connection with the announcement, "We all know that we're becoming an increasingly mobile society, in part as a result of all of the advancements in mobile device technology that we've seen in recent years.



Many distributors spend a lot of time out of their offices and it makes complete sense that they want access to their critical business and research information on-the-go. With this new app for iPhone/iPad, we're fulfilling this need for our customers." Natinsky continued, "Although our SAGE Mobile web version works on all devices, we recognized that a majority of our mobile users had Apple iOS devices, so it was natural to build a native iOS app for those users."

SAGE Mobile for the iPhone/iPad will be available soon in Apple's App Store. The app requires a subscription to the SAGE Mobile service, which is \$5 per month per device. The app will be available to current SAGE Mobile subscribers at no additional cost for the number of devices currently licensed. SAGE will continue to offer SAGE Mobile for the Web for distributors with non-iOS mobile devices.

About SAGE Mobile

SAGE Mobile is the mobile companion to SAGE Online™, which is the industry's most popular product research service. SAGE Mobile for the iPhone/iPad is a native app designed specifically for devices running Apple's iOS. SAGE Mobile for the Web is a web-based platform for any mobile device that has a web browser. Regardless of the platform, SAGE Mobile is available on a monthly or annual subscription plan and is licensed per mobile device.

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, order management, website and email services, e-commerce solutions, end user catalogs, artwork services, payment processing, tradeshow, tradeshow management services, and lead retrieval software. For more information, please visit www.sageworld.com or call 800.925.7243.

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