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FOR IMMEDIATE RELEASE

SAGE® ANNOUNCES THE SAGE CONFERENCE 2012

SAGE has announced its first annual customer conference, SAGE Conference 2012, to be held in conjunction with the PPAI EXPO in January.

Carrollton, TX (October 6, 2011) – SAGE will be hosting the first annual SAGE Conference on Tuesday, January 3, 2012 in conjunction with the PPAI EXPO in Las Vegas. The conference will include several sessions for distributors, suppliers, and regional association leaders. In part, distributors will learn about the latest SAGE innovations and product features. Suppliers will also find out about SAGE’s many products and services for suppliers, including vital information on how to maximize exposure on SAGE distributor research tools. There will also be sessions designed to provide interaction and collaboration, as well as information on technology trends as they relate to the industry.

David Natinsky, SAGE’s President, said in connection with the announcement, “We’re very excited to be able to bring many of our customers together in one location to discuss their challenges and share information. Since the PPAI EXPO is the largest tradeshow of the year, it only made sense to have the conference in conjunction with EXPO to make it as convenient as possible for our customers to attend.”

The conference is free of charge and will include complimentary breakfast and lunch for attendees. Complete schedule and registration information for the conference is located at www.sageworld.com/conference2012. To register for EXPO, please visit www.theppaiexpo.com.



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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