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FOR IMMEDIATE RELEASE

SAGE® ANNOUNCES SAGE SHOWLINK 4.0

SAGE releases a brand new version of its powerful lead retrieval software, including a native iOS app for the iPhone and iPad.

Addison, TX (December 5, 2011) – SAGE announces the release of SAGE ShowLink™ 4.0, the latest version of SAGE's market-leading lead retrieval software for industry suppliers. Version 4.0 includes a brand new iOS app for the iPhone and iPad, in addition to the traditional Windows platform. New features include:

- Available as native iPhone/iPad app or Windows version
- Eliminates need for electricity in booth (for iPhone/iPad app version)
- Works with badges from popular industry shows
- Supports badges with 2D barcodes (with scanner) and QR Codes (with scanner or internal camera)
- Offline or online mode (Internet connection not required during show)
- Show items can be pulled from the SAGE product database
- Leads automatically uploaded to SAGEmember.com for easy management and reporting
- Scan from multiple devices in your booth at once

David Natinsky, SAGE's President, commented, "We recognize that effective lead retrieval is a critical piece of a supplier's trade show experience. That being said, many of the industry shows offer no lead retrieval. And for those that do, it's often terribly archaic and very expensive. ShowLink fills that void. It's low-cost, technologically



advanced, and was designed specifically for the promotional products industry. And this new version extends ShowLink to a whole new level.”

Using SAGE ShowLink 4.0, suppliers can scan badges at popular industry trade shows without having to rent scanners or take business cards. Leads are automatically uploaded to a central management site for post-show management and reporting. ShowLink interfaces with an external wireless scanner (sold separately) to make scanning effortless. The new iPhone and iPad app gives booth personnel the ability to scan from their own mobile devices without the need for external electricity or laptops.

This new version of SAGE ShowLink will be available later this month prior to the PPAI Expo. All current customers will be notified automatically as soon as 4.0 is released. SAGE ShowLink is \$295 per device per year, plus the one-time cost of the scanner. SAGE will be demonstrating SAGE ShowLink 4.0 in its booths at the PPAI Expo in Las Vegas.

About SAGE ShowLink

SAGE ShowLink is a lead retrieval service designed specifically for promotional products industry. Using a Windows laptop, an iPhone, or an iPad, along with an external scanner, suppliers can scan badges at industry tradeshow to collect leads and schedule follow-ups. ShowLink can even collect sample orders and detailed notes. All leads are automatically sent to a central site for easy post-show management and reporting. ShowLink subscriptions are \$295 per year per device, plus the one-time cost of the scanner. Scanners range from \$495-\$1,195 depending on the model.

About SAGE

SAGE, based in Addison, 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 and business management 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, 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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