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FOR IMMEDIATE RELEASE

SAGE® ANNOUNCES SAGE MOBILE™ 2.0 FOR IPHONE/IPAD

SAGE releases a brand new version of its native iOS app for the iPhone and iPad with many new features.

Addison, TX (December 8, 2011) – SAGE announces the release of SAGE Mobile™ 2.0 for iPhone/iPad, the latest version of the industry's first and only native Apple iOS app with full product and supplier research. The new version 2.0 of the app comes just six months after SAGE introduced the SAGE Mobile iOS app to the industry.

The new version of the app includes over 40 new features and updates, including:

- Tile view for product lists
- Upload pictures, videos, and voice memos as you walk a tradeshow and access them from SAGE Online back at the office
- Email product information (including pictures) from the road
- Email presentations from the Project Center
- Create folders in the Project Center
- Add and edit supplier ratings
- Search by company or supplier name in product search
- Alerts from SAGE Online show on home page
- Search tradeshows using advanced filters

David Natinsky, SAGE's President, commented, "We continue to recognize that our customers are becoming increasingly mobile and there is a strong need to have a comprehensive research and business management solution that fits in your pocket.

SAGE Mobile is the only tool in the industry that can provide that.” Natinsky continued, “This new version of SAGE Mobile is packed with features that our customers have asked for and it demonstrates our ongoing commitment to provide distributors in the industry with the best tools possible to run their businesses.”

Using SAGE Mobile for iPhone/iPad, industry distributors can 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 plan 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’s Tradeshow area provides the ability to access and manage your tradeshow walk lists, including tagging suppliers and adding memos, pictures, video, and voice memos as you walk the show. There is also a “client mode” that allows distributors to use the app interactively with clients while hiding confidential information.

This new version of SAGE Mobile for iPhone/iPad is available now in Apple’s App Store. Current subscribers can update by visiting the Updates page in the App Store. There is no additional charge for the new version.

About SAGE Mobile

SAGE Mobile is the mobile companion to SAGE Online™, which is the industry’s most popular product research and business management service. SAGE Mobile for the iPhone/iPad is a native app designed specifically for devices running Apple’s iOS. In the short time since SAGE Mobile for the iPhone/iPad has been available, thousands of industry distributors have subscribed to the service to gain access to product research, supplier research, order management, client contact information, projects, and tradeshow planning on-the-go. SAGE also offers SAGE Mobile for the Web for



distributors that do not have another type of mobile device. SAGE Mobile is available on a monthly or annual subscription plan and is licensed per mobile device.

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, 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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