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## FOR IMMEDIATE RELEASE

### **SAGE® ANNOUNCES SAGE MOBILE™ FOR ANDROID**

**SAGE announces a native Android version of its popular SAGE Mobile research and business management service.**

Addison, TX (December 23, 2011) – SAGE announces SAGE Mobile™ for Android, a native app for Android mobile phones and tablets. SAGE Mobile for Android provides the following features for industry distributors that have Android devices:

- Full product research, including a variety of search options, complete product information, product pictures, and catalog images
- Full supplier research, including all supplier information, catalog images, and supplier ratings
- Projects area to access content from SAGE Online's Project Center, including viewing SAGE Online presentations on your mobile device
- Clients area with all client information, synced with SAGE Online
- Access orders from SAGE Online's order management area
- Tradeshow planner to see exhibitor lists for industry shows, full exhibitor information, and the ability to save pictures, video and voice memos as you walk the show
- "Client mode" that allows distributors to use the app interactively with clients while hiding confidential information

David Natinsky, SAGE's President, commented, "SAGE Mobile for Android was a natural next step for our mobile initiative. Our research shows that a vast majority of our customers are using either iOS devices or Android devices, which is consistent with



the general business population these days. SAGE Mobile for the iPhone and iPad has been a huge hit with our customers and we're really excited to now be able to bring the same functionality to the industry's Android users."

Using SAGE Mobile for Android, industry distributors 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. The app seamlessly integrates with SAGE Online to provide access to all of the same data too, including preference groups, personalized product pricing, client information, orders, and more. Natinsky continued, "One of the greatest things about SAGE Mobile is the integration with SAGE Online. It's really neat to see how the two platforms work together. You can access all of the same information no matter where you are or what platform you are using, and you don't have to do anything to make it do that. It's all automatic."

A subscription to the SAGE Mobile service is \$5 per month or \$55 per year per device, whether being accessed from the new Android app or the existing iPhone/iPad app. The app itself is a free download. The Android app will run on all of the popular Android devices, including smartphones and tablets.

SAGE Mobile for Android will be released in late January. Customers or potential customers who are interested in a complimentary 30-day trial of SAGE Mobile for Android are encouraged to contact their account representative to sign up to be notified as soon as the Android app is available.

### **About SAGE Mobile**

SAGE Mobile is the mobile companion to SAGE Online™, the industry's most popular product research and business management service. SAGE Mobile for Android is a native app designed specifically for devices running the Android operating system. The app provides product research, supplier research, order management, client contact information, projects, and tradeshow planning on-the-go. SAGE also offers SAGE Mobile for the iPhone/iPad and SAGE Mobile for the Web. 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. SAGE Online™, SAGE's flagship research and business management service, is the most popular product research service in the industry. In 2011 alone, the number of industry distributors using SAGE Online grew 62% over 2010. In addition to SAGE Online, the company 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](http://www.sageworld.com) or call 800.925.7243.

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