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SAGE INTRODUCES SAGE QUICKCODES

SAGE QuickCodes allow distributors to easily find suppliers' information and products in SAGE Mobile

Addison, TX (January 27, 2012) – SAGE introduced its new QuickCode technology to the industry at the PPAI Expo in Las Vegas. SAGE QuickCodes are barcodes that uniquely identify each supplier in the industry. The QuickCodes were displayed on signs in each supplier's booth. Distributors used SAGE Mobile, SAGE's market-leading mobile application for research and business management, to scan the QuickCode and easily locate the supplier in the exhibitor list. Distributors could then mark the supplier as visited and even upload pictures, video and audio notes from the booth. All of this content is then accessible in SAGE Online when the distributors return to their offices.

David Natinsky, President of SAGE, commented, "QuickCodes are a key new development to make it easier for distributors to identify and find suppliers who are listed in SAGE. At the larger tradeshows like PPAI Expo, distributors really need a tradeshow planning and management tool in order to make the most of the show. Otherwise, it's pretty overwhelming. QuickCodes are an integral part of SAGE Mobile 2.0's tradeshow area."

Suppliers can download their QuickCode signs from SAGEmember.com. SAGE offers a booth sign that is designed to be put in the supplier's booth at every tradeshow. There is also a smaller QuickCode "bug" that can be put on any marketing

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material, such as catalogs and flyers.

In order to scan a QuickCode, distributors use SAGE Mobile, which is available as a native iPhone/iPad app as well as the just released Android version. SAGE offers a free 30-day trial of SAGE Mobile for distributors who do not already have a subscription. Distributors can find out more at www.sageworld.com or by calling 800.925.7243.

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 and business management service in the industry. 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 or call 800.925.7243.

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