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FOR IMMEDIATE RELEASE

SAGE CELEBRATES 20 YEARS IN THE INDUSTRY

SAGE celebrates its birthday on February 18th, marking 20 years providing cutting-edge business services to the promotional products industry

Addison, TX (February 14, 2012) – SAGE, a leading research and business services provider for the promotional products industry, will celebrate its 20th birthday on February 18th. SAGE will be hosting a reception at its offices for employees to mark the occasion. David Natinsky, President of SAGE, commented, “We are really excited to be celebrating such an historic event. It’s hard to believe that it’s been 20 years, but when we think about what the industry was like and what technology was like back in 1992, you start to realize how much has changed in two decades.”

The company’s roots in the promotional products industry began in 1992 when SAGE introduced its first product, QuickCredit, to the industry. QuickCredit was software designed to save suppliers money when using dial-up credit services. But the software never caught on, which caused SAGE to turn its focus to providing a cutting-edge research service that it called the SAGE Information System™. It was a text-only, dial-up service that allowed distributors to obtain real-time supplier and product information through a dial-up modem. Eric Natinsky, CEO of SAGE, recalls, “The system was way ahead of its time back then. There was no Internet and no Microsoft Windows. We would explain to people at shows that they needed to use their modem to dial-in to the service and they would look at us like we had eight heads.”

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But things changed in the mid-1990s when people started to learn about, and connect to, the Internet. By then, the SAGE Information System had become known as SAGE Online™, and the industry's first online research service was now available to everyone via the Internet.

Over the years since that time, SAGE has become the industry's leading provider of research and business services, expanding into a variety of areas and bringing a number of technology "firsts" to the industry. David Natinsky explained, "Our goal is to provide businesses in the industry with all of the tools and services that they need to effectively run their businesses." Today, in addition to its flagship SAGE Online™ distributor research service, SAGE also provides mobile research services, order management, website and email services, e-commerce solutions, marketing and advertising services, end user catalogs, artwork services, payment processing, the MAPPS™ show, tradeshow management services, and lead retrieval software.

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 mobile research services, order management, website and email services, e-commerce solutions, marketing and advertising services, end user catalogs, artwork services, payment processing, the MAPPS™ show, tradeshow management services, and lead retrieval software. For more information, please visit www.sageworld.com or call 800.925.7243.

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