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## FOR IMMEDIATE RELEASE

### **SAGE NAMES SUPPLIER SALES MANAGER**

#### **SAGE hires experienced sales and marketing veteran to manage supplier sales department.**

Addison, TX (April 2, 2012) – Jay Stifolter, a sales veteran, has been hired to manage SAGE's supplier sales department.

"When we began our search for a Supplier Sales Manager, we had a long list of qualities that the right person would need to possess. We were looking for a candidate with all of these qualities as well someone with the right personality to fit with our company culture." says David Natinsky, President of SAGE. "Jay encompassed everything we were seeking and more. We are excited about him joining SAGE."

Stifolter joined the SAGE team in March and will begin managing the supplier sales department at SAGE immediately. Stifolter was born and raised in Nashville, TN and attended the University of Memphis. He began his career at Clear Channel Communications as an Account Executive and quickly was promoted to Senior Account Manager. Stifolter grew his knowledge of TV advertising, digital media and online advertising while holding positions at ION Media as Sales Manager and The Commercial Appeal as Online Sales Director. His years in the advertising and digital media industry will provide crucial experience for Stifolter in his new position given the continued growth of SAGE's online advertising and marketing services for industry suppliers.

#### **About SAGE**

SAGE<sup>®</sup>, 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](http://www.sageworld.com) or call 800.925.7243.

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