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**FOR IMMEDIATE RELEASE**

**SAGE® ANNOUNCES 2012 SUPPLIER RATING AWARD WINNERS**

**SAGE presents A and A+ rating awards to 1,401 suppliers based on distributor ratings from SAGE Online and SAGE Mobile.**

Addison, TX (October 24, 2012) – SAGE announces its 2012 supplier rating award winners. Each year SAGE presents industry suppliers with A and A+ rating awards based on distributor ratings collected from SAGE Online and SAGE Mobile. For 2012, 820 suppliers received the top ranking of “A+”, while another 581 suppliers received the second highest rating of “A”. Thirty-five percent of SAGE’s suppliers received an award this year, which is up from 22% receiving awards in 2011. As part of the Power of Two partnership the SAGE ratings are also incorporated into the eligibility for the annual PPAI Supplier Star Awards Competition.

David Natinsky, SAGE’s President, commented, “We’re proud to acknowledge our award-winning suppliers for their outstanding achievements this year. The fact that so many more suppliers received awards this year as compared to last year is a great indicator that our industry continues to move in a positive direction with a strong focus on quality, service, and product safety.”

Awards are based solely on the distributor rating system that is part of SAGE Online™, the industry’s most popular research and business management service, and SAGE Mobile™, the industry’s first and only full-featured app for product research, supplier information, catalogs, tradeshow planning, order management, payment processing, and more.

Distributors can rate suppliers at any time using SAGE Online, SAGE Mobile, or via a “Rate us now” link provided by the supplier. Distributors can only rate each supplier one time, but may change their ratings at any time. Rating awards are given each year based on the aggregate distributor ratings. Suppliers with an “A” or “A+” aggregate rating are given an



award. SAGE does not participate in any way in choosing suppliers for awards, other than tallying the aggregate distributor ratings. Distributors will find full award information for each supplier (including all industry awards), as well as the supplier's current, real-time SAGE rating in SAGE Online and SAGE Mobile.

Supplier award winners will have access to a variety of marketing collateral to promote their award status, including logos for their catalogs, websites, email signatures, etc. For more information, suppliers should contact their account representative at 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. In addition to SAGE's flagship SAGE Online™ and SAGE Mobile™ research and business management services, 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. SAGE is also the exclusive technology provider for the Promotional Products Association International (PPAI), the industry's non-profit association. For more information, please visit [www.sageworld.com](http://www.sageworld.com) or call 800.925.7243.

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