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FOR IMMEDIATE RELEASE

SAGE® ANNOUNCES SAGE SHOWLINK 4.5

SAGE announces a major new release of its popular lead retrieval software, SAGE ShowLink.

Addison, TX (December 19, 2012) – SAGE announces the release of SAGE ShowLink™ 4.5, a native app for the iPhone, iPad, iPod Touch, and Android mobile phones and tablets. This latest release includes over 40 new features and updates, including these powerful new features:

- Take pictures of attendees so you can remember what someone looked like
- Email lead list from the device
- Auto-selects the show based on your GPS location
- 2-way syncing with the cloud and other devices
- Dim on inactivity to save battery-life
- Adjustable volume option
- Show statistics
- Rotate to scan (when using device's camera)
- Number bar for scan sheet
- iPhone 5 & iOS 6 support

David Natinsky, SAGE's President, commented, "Effective lead retrieval is becoming more and more critical to suppliers so that they can get the most value out of each tradeshow. That's why we continue to heavily invest in ShowLink. Simply put, ShowLink blows away the competition in terms of features and functionality, and this new version extends the power of ShowLink even more. Being able to use a technology-leading, powerful lead retrieval solution and also save a ton of money by not renting lead retrieval units at every show makes ShowLink a no brainer for any supplier doing more than one tradeshow in our industry."



The latest release of ShowLink allows exhibitors to take pictures of attendees. This can be helpful to remember who an attendee was when reviewing leads after a show. In addition, the new version includes full 2-way syncing for suppliers who are using multiple devices in their booths. A number of other new features, such as adjustable volume control, dim on inactivity, rotate to scan, and more are a direct result of customer feedback over the past year since ShowLink 4.0 was first released.

This new version of SAGE ShowLink is available now. SAGE ShowLink is \$295 per device per year, plus a \$495 one-time cost for each wireless Bluetooth® scanner. SAGE will be demonstrating SAGE ShowLink in its booths at PPAI Expo and at the SAGE Conference.

About SAGE ShowLink

SAGE ShowLink is an advanced lead retrieval service designed specifically for the promotional products industry. Using an iPhone, iPod Touch, iPad, Android device, or Windows-based laptop, along with a wireless scanner, suppliers can scan badges at industry tradeshows to collect leads and schedule follow-ups. ShowLink can even collect sample orders and detailed notes. All leads are automatically securely sent to the cloud for easy post-show management, reporting, and statistics. ShowLink subscriptions are \$295 per year per device, plus \$495 for the one-time purchase of the wireless scanner.

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, tradeshows, 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 or call 800.925.7243.

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