

Contact:

Bille Jo Walchek
Director of Marketing
SAGE
214.631.6000 x4539
bille.walchek@sageworld.com

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FOR IMMEDIATE RELEASE

SAGE® ANNOUNCES SAGE MOBILE 3.5

The newest version of SAGE's iPhone, iPad, iPod Touch, and Android app expands the capabilities of the industry's leading mobile research solution.

Addison, TX (January 3, 2013) – SAGE announces a new version of SAGE Mobile™, a native app for iPhones, iPads, iPod Touches, and Android mobile phones and tablets. SAGE Mobile 3.5 adds a number of powerful new features, including:

- New mobile presentation format for giving impressive, high-tech presentations to clients from your mobile device
- Interactive tradeshow floor plans
- Search products by tradeshow to find items from suppliers at a particular show
- Education listings for industry tradeshows
- Featured exhibitors for industry tradeshows
- Supplier information, full catalog and products can be easily accessed for each exhibitor
- Add notes and email content from the tradeshow exhibitor area
- Email images, catalog pages, and notes from the Projects area

David Natinsky, SAGE's President, commented, "There is no doubt that the world is becoming increasingly mobile, and distributors in our industry are no exception to that trend. Basic apps with limited functionality just won't cut it anymore. That's why we are investing a lot of our R&D efforts in mobile. We're very pleased to release this new version with a number of new features that don't exist anywhere else in our industry."

With SAGE Mobile 3.5, distributors can create presentations in SAGE Online as they have in the past, but now distributors can access the presentation on their mobile device and give

clients a stunning, high-tech presentation that is sure to make an impression, especially on an iPad or Android tablet device. Distributors can also email PDF versions of the presentation to the client directly from their device. Best of all, presentations remain completely in sync with SAGE Online via the cloud.

SAGE Mobile 3.5 also includes a number of new features to the tradeshow planning area of the app. Using the tradeshow planner, distributors can access show information, exhibitor lists, education events, and more for any show in the industry. In addition, distributors can plan their walk lists for the show, take pictures or videos of cool items seen in a supplier's booth, and add notes as they walk the show floor. Now, with 3.5, distributors can also access interactive floor plans for all of the major shows, as well as search SAGE's massive product database for items from exhibitors at a particular show.

Natinsky commented, "The tradeshow planning area of SAGE Mobile is a really powerful asset for distributors. No other tradeshow planning app offers the advanced features that SAGE Mobile has. And the best thing is that distributors can use all of these features at every show they attend. It works the same everywhere and distributors have the same features no matter if it's PPAI Expo or a small regional show."

SAGE Mobile 3.5 is available now. Current customers can download the new version for free from the Apple App Store (for iOS devices) or the Google Play Store (for Android devices). New subscriptions to SAGE Mobile are \$5 per month per device. Distributors who would like to try out SAGE Mobile, and particularly the tradeshow planning area, at PPAI Expo should contact SAGE today for a complimentary 30-day evaluation subscription.

About SAGE Mobile

SAGE Mobile is the mobile companion to SAGE Online™, the industry's most popular product research and business management service. Designed specifically for iPhone, iPad, and Android devices, the SAGE Mobile app provides product research, supplier research, client contact information, access to projects, full tradeshow planning and management, payment processing, and much more. Just like SAGE Online, SAGE Mobile accesses data in the cloud so that everything remains completely in sync. SAGE Mobile is available on a monthly or annual subscription plan and is licensed per mobile device.



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 or call 800.925.7243.

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