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## **FOR IMMEDIATE RELEASE**

### **BARBARA CORCORAN TO SPEAK AT SAGE SHOW**

#### **ABC's "Shark Tank" contributor Barbara Corcoran to speak at the SAGE Show next month.**

Addison, TX (January 25, 2013) – Barbara Corcoran, a real-estate mogul who is also one of five "shark" investors on ABC's "Shark Tank," has been tapped as the SAGE Show's keynote speaker. She will share her experiences as one of America's most successful businesswomen and entrepreneurs on the show's opening day of exhibits—Wednesday, February 27, 2013 from 9:00am – 10:00 am at the Fort Worth Convention Center in Fort Worth, Texas. The session is free to all promotional products distributors and suppliers.

Corcoran started New York-based real estate company The Corcoran Group in the 1970s and grew it with an initial investment of \$1,000 before selling it for \$70 million. Today, she's one of the country's most successful entrepreneurs, a syndicated columnist, investor, speaker, business consultant and author of three books including *Shark Tales: How I turned \$1,000 into a Billion Dollar Business*.

David Natinsky, SAGE's President, commented, "We are really excited to have Barbara Corcoran as the Keynote Speaker for the 2013 SAGE Show. She isn't just another celebrity speaker who lacks real substance that you too often see at events these days. Rather, Barbara is a proven entrepreneur and businesswoman with a really interesting story. Given that distributors and suppliers in our industry are mostly entrepreneurs themselves, everyone who attends will be able to relate to Barbara's story and message and should walk away with something to help make their business better."

The inaugural SAGE Show, which replaces the long-running MAPPS by SAGE Show usually held in August, also features a full education day on Tuesday, February 26<sup>th</sup>, with programming designed by PPAI from 9:00am – 3:00pm and the SAGE Conference from 10:00am – 4:45pm. The tradeshow floor is open on Wednesday from 10:00am – 4:00pm and on Thursday from 10:00am – 3:00pm. Distributors may bring their clients to the show on Thursday. The SAGE Show is free to attend for all distributors and clients. More information, including exhibitor information, exhibitor listings, show schedule, and registration information can be found at [www.sageshow.com](http://www.sageshow.com).

### **About SAGE Show**

The SAGE Show is a promotional products tradeshow in the central US. In 2013, the show will be held February 26-28 in the beautiful, state-of-the-art Fort Worth Convention Center in Fort Worth, Texas. The show features two full show days, a full day of professional education produced by PPAI, networking opportunities, a first-rate party, the SAGE Conference and much more. The Fort Worth area is home to hundreds of local attractions and is in close proximity to DFW International Airport for convenient access from anywhere. For more information, visit [www.sageshow.com](http://www.sageshow.com).

### **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](http://www.sageworld.com) or call 800.925.7243.

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