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SAGE® ANNOUNCES NEW WEBSITES

Brand new modern themes, complete customization capabilities, and a host of powerful new features take SAGE websites beyond all of the rest.

Addison, TX (March 28, 2013) – SAGE announces a powerful suite of upgrades to its web services designed for distributors and suppliers who are looking for a new, ultra-modern web presence that is fully customizable yet easy to maintain. Some of the exciting new features include:

- Brand new modern themes
- Featured product on home page
- Product carousel on home page
- Image rotation on home page
- Social media links
- Share products on social media
- Newsletter sign-up
- Unlimited custom pages
- Rich text editor to fully customize pages without HTML coding
- Shipping charge calculation from FedEx, UPS, USPS, and Canada Post
- New footer navigation
- Client login
- Order history
- Account credit support
- Coupon code / promocode support
- Optimized for maximum SEO

David Natinsky, SAGE's President, commented, "This marks the biggest upgrade to our web services since we first started offering websites 16 years ago. We've been asking for and listening to feedback from our customers – what they like about our sites, what they wished

- more -

was different, and what they don't like about our competitors' offerings. We've packaged all of that feedback into this upgrade and we're really excited to be giving both our customers the ability to have a world-class, modern web presence at a reasonable price."

SAGE WebExpress and WebExpress Pro, SAGE's website and content management platforms, now include a set of modern new themes, complete with social media capabilities, newsletter sign-up, featured products, new footer navigation, and much more. Distributors and suppliers can also create an unlimited number of custom pages, all designed with an intuitive rich-text editor that makes editing your website as simple as editing a document in Microsoft Word.

Natinsky continued, "A lot of the feedback we got was that companies in our industry are looking to stand out and be different and they want their website to reflect that. So we've spent a lot of time ensuring that our new sites are fully customizable with literally hundreds of options and settings. This allows each of our customers to design a unique web presence that suits them without having to incur the cost and headaches involved with developing a completely custom site."

The e-commerce functionality within WebExpress Pro and PromoSearch, SAGE's online search engine for promotional products with full e-commerce capabilities, has also been enhanced to include client login and order history support, coupon and promocode support, shipping methods with integration directly to FedEx, UPS, USPS, and Canada Post, and much more.

SAGE has thousands of customers using its existing websites and expects most of those customers to move to the new, upgraded sites in the very near future. The upgrades are provided at no additional charge and SAGE has implemented a unique one-touch upgrade process so that existing sites can be converted in seconds without losing any prior customizations or content. SAGE also continues to offer its popular maintenance packages for customers who are looking for a professional, hassle-free service to manage their SAGE website.

Potential customers can view a live demonstration site showcasing the new SAGE websites by visiting www.trywebexpresspro.com. More information can also be obtained by visiting www.sageworld.com, emailing sales@sageworld.com, or calling SAGE at 800.925.7243.

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About SAGE Websites

SAGE website services include a comprehensive suite of web-related services, including:

- SAGE WebExpress (free), our complimentary, entry-level website that is provided to all SAGE Online subscribers
- SAGE WebExpress Pro (\$39/mo), our powerful website content management system providing everything a company needs to have a powerful, modern, fully customizable web presence
- SAGE PromoSearch (\$39/mo), our promotional products search engine module with full e-commerce capabilities, for our websites or third party sites
- SAGE Company Stores (\$19/mo/store), turn-key company store solutions with complete e-commerce support and advanced features

All of SAGE's web services are managed through SAGEmember.com, SAGE's intuitive back-end management platform. Services are hosted from SAGE's own state-of-the-art network operations center. For more information and to see demo sites, please visit www.sageworld.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 or call 800.925.7243.

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