

Contact:
Bille Jo Walchek
Director of Marketing
SAGE
214.631.6000
Bille.walchek@sageworld.com

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FOR IMMEDIATE RELEASE

SAGE® ANNOUNCES SAGE SHOWLINK 5.0

The latest version of SAGE's lead retrieval service includes the ability to scan badges with iOS and Android devices without requiring a separate scanner.

Addison, TX (April 12, 2013) – SAGE announces SAGE ShowLink™ 5.0, SAGE's lead retrieval service designed specifically for promotional products suppliers. As a native app for the iPhone, iPad, iPod Touch, and Android mobile phones and tablets, SAGE ShowLink provides tradeshow exhibitors with a complete lead retrieval and management solution without the cost, hassle and learning curve associated with getting a lead retrieval unit at each tradeshow. This latest release includes dozens of new features and updates, including:

- Scan all barcode types using the device's camera
- Custom questions/qualifiers
- Real-time show statistics
- Push notifications

ShowLink 5.0's ability to scan all barcodes using the device's camera means that the Bluetooth scanner is now optional equipment. Previously, ShowLink required an external scanner in order to scan PDF-417 barcodes, which are used at some shows. The new version also supports custom questions and qualifiers, allowing suppliers to ensure that all of the most important information is captured for effective post-show lead management.

David Natinsky, President of SAGE, commented, "This new version of ShowLink reduces the entry cost for a supplier by 63%. Now, for just \$295 per device each year, suppliers can have a proven, cutting-edge lead retrieval solution for all of their tradeshows. We've already seen explosive adoption of ShowLink in the past year, but we think this latest innovation really make ShowLink a complete no-brainer for suppliers. You can go to each tradeshow and rent an

archaic lead retrieval unit for upwards of \$300 or more at most shows, or you can get ShowLink for \$295 per year and use it at every show you go to. We think that's very compelling."

In addition to the new features, ShowLink already had a number of exclusive features, including the ability to pull a product list from the SAGE database, hot lead support to instantly send leads back to the office, the ability to sync leads among all devices in the booth, and the ability to take pictures of attendees for easier post-show recognition.

ShowLink 5.0 will be available in early May prior to the Expo East show in Atlantic City. As always, current customers as well as those who subscribe before the release will receive a complimentary upgrade to the new version as soon as it is released. In addition, suppliers who subscribe now will receive free service up until May 20, 2013, meaning that the one year subscription will extend until May 20, 2014. The same offer is available for customers adding additional licenses.

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, 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. The optional Bluetooth® scanner is \$495.

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 members of 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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