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**FOR IMMEDIATE RELEASE**

**SAGE® ANNOUNCES SAGE MOBILE 3.7**

**Social media sharing and a new interactive tradeshow floor plan make SAGE Mobile 3.7 an impressive upgrade to SAGE's industry-leading mobile app.**

Addison, TX (May 14, 2013) – SAGE announces the release of a new version of its industry-leading mobile app, SAGE Mobile™. SAGE Mobile 3.7 adds a number of powerful new features, including:

- Social media sharing for products
- Social media sharing for tradeshow pictures and videos
- Interactive floor plans for tradeshow showing your walk list, booths you have visited, and booths with multimedia content that you have captured
- Filter product list to only show tagged products
- Sort projects by name and date
- Search projects by name and date
- Add show education sessions to your calendar
- Real-time sync for tradeshow data with SAGE Online or other devices
- Push notifications for instant alerts of important information
- Easier to use client mode

Social media sharing is a key aspect of SAGE Mobile 3.7. Distributors can easily share a product on their Facebook or Twitter pages with the tap of a button. In addition, distributors can post pictures and videos that they capture in exhibitors' booths directly to social media as well. David Natinsky, SAGE's President, explained, "Social media continues to become a more popular and powerful way to get business and interact with customers. With this new version

of SAGE Mobile, we're providing distributors another tool that they can use to leverage social media as part of their sales and customer retention efforts."

Dana Zezzo, Chief Marketing Officer for industry supplier Jetline, said "I'm very excited that SAGE Mobile now includes the ability to share products and tradeshow content on Facebook and Twitter. As many people know, I am a big believer in the power of social media and these new features will allow distributors to take advantage of that right from their mobile device."

The interactive tradeshow planner has also been a focus for SAGE Mobile in the recent past. This new version takes the interactive tradeshow floor plan to a new level by showing the user their entire walk list in a graphical view. Natinsky explained, "This new feature is an amazing tool for distributors to manage their tradeshow experience. Suppliers that you want to visit show up as red on the floor plan and turn to green as you visit them. You can also see which suppliers have notes, pictures, or videos. We're excited for distributors to be able to experience this for the first time at the upcoming Expo East show."

Natinsky continued, "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 3.7 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 the upcoming Expo East tradeshow 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. As a native app for iPhone, iPad, and Android devices, SAGE Mobile 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 members of 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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