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FOR IMMEDIATE RELEASE

SAGE® ANNOUNCES SAGE ONLINE™ 10.0

A complete customer relationship management (CRM) system is now available as part of the latest version of the industry's most popular research and business management service.

Addison, TX (September 12, 2013) – SAGE announces SAGE Online™ 10.0, the latest version of the industry's most popular research and business management service. As one of the company's most significant updates yet in the 21-year history of SAGE Online, 10.0 includes over 150 new features, including:

- Brand new look and feel
- Faster performance and extended multi-tasking capabilities
- New complete customer relationship management (CRM) system
- New sample inventory management system
- Product list updates to make searches easier than ever before
- Product personal information report
- Presentation publisher enhancements
- Order management enhancements

David Natinsky, SAGE's President, commented, "The new CRM area in SAGE Online is something that we're very excited to get into our customers' hands. It was the main missing piece towards making SAGE Online a complete business management tool for distributors in our industry." The new CRM area gives distributors the ability to keep track of all of their clients, including full contact information, account information, groups, ratings, sales potential and more. A complete tasking system is also included that gives customers the ability to create

tasks, track their progress, and complete them. All activity in the CRM area is logged in a convenient history area so that distributors have complete access to the entire historical picture for a client. Users can even attach or scan documents into the system to eliminate paper files and to eliminate potential risk of loss at your office. Best of all, the CRM system tightly integrates with the rest of SAGE Online for seamless interaction among product research, order management, and presentations. Natinsky continued, "Now, for no extra charge, distributors can manage all of their client interactions within SAGE Online. That means customers that previously didn't have a good CRM tool now have a built-in solution and those who may have been using a third party tool can now hopefully save some money."

SAGE Online 10.0 also includes a brand new sample inventory management system, the first of its kind in the industry, as well as several new search features, further solidifying SAGE Online as the most advanced product research tool in the industry.

SAGE Online 10.0 also includes a number of new order management features that have been requested by customers. Natinsky commented, "Besides the big new stuff, we always spend a lot of time in our updates to focus on the little things that customers have been asking for that can make their daily lives easier. These sometimes aren't big fancy features, but little tweaks that can still make a big difference."

SAGE Online 10.0 has begun rolling out to all SAGE Online customers. Customers will receive an "update available" message as soon as the new version is available to them. SAGE expects the roll-out to be complete by mid-October. There is no additional charge for the upgrade. SAGE encourages distributors who are not already SAGE Online subscribers to take advance of its complimentary 30-day subscription to SAGE Online to give it a test drive.

About SAGE Online

SAGE Online is the industry's #1-rated and most popular product research service in the promotional products industry. Serving the majority of promotional products distributors, SAGE Online provides complete product and supplier research, impressive presentation capabilities, order management, customer relationship management (CRM), electronic catalogs, supplier specials, tradeshow information, SAGEim™ instant messaging, order tracking, and much more. SAGE Online starts at just $49 per month with reasonably priced additional user licenses to fit organizations both large and small.

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. The Power of Two relationship between SAGE and PPAI allows distributors to benefit from association membership and SAGE services at a substantial savings. For more information, please visit www.sageworld.com or call 800.925.7243.

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