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FOR IMMEDIATE RELEASE

SAGE® ANNOUNCES EMAIL CAMPAIGNS SERVICE

SAGE introduces a brand new way for distributors to stay engaged with their clients and prospects using professionally-designed email campaigns.

Addison, TX (March 5, 2014) – SAGE announces SAGE Email Campaigns, a brand new service for designing, scheduling, and sending dynamic email campaigns to distributors' clients. The new email campaigns service, part of the brand new SAGE Online™ 10.5, is a full-featured email design and distribution system that includes the following features:

- Professional templates to get started, or create from scratch
- Select products directly from the SAGE product research area or ability to add your own
- Hyperlink products directly to your PromoSearch website
- Complete customization of all text and images
- Select clients using SAGE Online CRM groups or add a manual list
- Mail merge support
- Campaign scheduling
- Automatic response filtering and processing
- Tracking of deliveries, opens, clicks, and bounces
- Automatically adds tracking data to client history in CRM
- Full reporting including exactly what each client clicked
- Unsubscribe management, including auto-unmarking in CRM
- An optional ready-to-go email each month designed by SAGE for those who want a completely turn-key solution



David Natinsky, SAGE's President, commented, "Until now, it's been very difficult for distributors in our industry to create effective email campaigns for their clients and prospects. Some distributors have been using generic email distribution platforms to send emails, which meant they were spending a lot of time and energy to create something that looked somewhat decent. Others were paying a lot of money for pre-crafted emails with minimal customization options and the inability to link back directly to their websites. And still others were trying to send campaigns out of Outlook. SAGE Email Campaigns solves all of these needs in a flexible, simple-to-use solution."

SAGE Email Campaigns integrates directly with SAGE Online's product search and CRM areas, allowing distributors to easily pull products from their Project Center or directly from a product search. For distribution lists, distributors can configure groups in CRM and then setup an email campaign to send to those groups on a schedule. As group members are added in CRM, they are automatically added to the distribution. Natinsky continued, "The integration between the email campaigns service and the rest of SAGE Online, as well as our WebExpress Pro and PromoSearch websites, makes it simple for distributors to create powerful email campaigns, send them out, and get results in the most efficient way possible."

SAGE Email Campaigns is being offered in several price tiers based on how many recipients you are sending emails to each month. The first tier offers up to 250 emails per month for just \$15 per month. All active SAGE Online subscribers will receive 25 complimentary emails per month to try out the service. SAGE Online 10.5, which includes this new email campaigns service, is being rolled out now. All customers are expected to have the new version within the next few weeks. There is no additional charge for the upgrade.

SAGE will be hosting a live webinar demonstrating SAGE email campaigns on March 19, 2014 at 10:00am Central Time for current and prospective distributor customers. Visit www.sageworld.com/emailcampaigns for more information. The new email campaigns service will also be demonstrated at the SAGE Show in Fort Worth, TX on April 23-25, 2014. Visit www.sageshow.com for more information. SAGE encourages distributors who are not already SAGE Online subscribers to take advantage 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), email campaigns, 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, 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. 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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