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SAGE® ANNOUNCES NEW SUBSCRIPTION PLAN

SAGE Total Access gives distributors access to both SAGE Online and SAGE Mobile for one low per-user price.

Addison, TX (January 6, 2014) – SAGE announces a new subscription model for its popular SAGE Online and SAGE Mobile services. The new plan, called SAGE Total Access, provides distributors with a flexible per-user pricing structure at a lower cost. Under the new plan, the first Total Access named user will be \$49 per month or \$495 per year. Additional named users are just \$9 per month or \$95 per year. Highlights of the new Total Access plan include:

- SAGE Mobile, the on-the-go companion to SAGE Online designed specifically for mobile devices, is now included at no additional charge
- Additional user licenses are now 66% less than under the legacy plan
- Customers purchase one license for each named user
- Each named user can install SAGE Online or SAGE Mobile on up to five of his or her own computers or devices
- Customers no longer share licenses or have to wait for other users to logoff
- New packages provide significant savings when bundling SAGE web products and multiple user licenses
- Licenses can be easily managed in SAGEmember.com

David Natinsky, SAGE's President, explained, "Total Access greatly simplifies our licensing model and makes it as easy as possible for distributors of all sizes to get the services they need to effectively run their business at an affordable price. As we have seen the desktop

and mobile worlds collide, it makes sense for our licensing model to reflect this ongoing technology shift. Now you are buying a subscription to all of our distributor research tools for each user in your organization. And each of those people can install whatever they need, whether it's SAGE Online or SAGE Mobile, on up to five of each user's devices." Natinsky continued, "Our customers no longer have to guess how many people will be online at a time or wait for people to logoff before using SAGE Online. Plus, every user of SAGE Online can now use SAGE Mobile on the go at no additional charge. All of these changes will make our customers more productive, whether they are at the office or on the road."

In addition to the new Total Access Subscription, SAGE also announced three new packages, the SAGE Business Suite 2, 10, and 25 to replace its existing bundles. Natinsky explained, "The Business Suites are designed to give distributors everything they need in one convenient, discounted package. You have your desktop research and business management, mobile research and business management, and full-featured website. The only difference in the packages is the size of your organization. 2-person organization get the 2, 10-person organization's get the 10, and so on. And you can always buy additional named user licenses for just \$9/month beyond the users that come in your package."

All new customers will be automatically placed on the new Total Access plan. Existing customers have the option to stay with their existing plan or switch to the new Total Access plan. SAGE encourages distributor customers to contact their account representative to see if switching to the new plan would be beneficial. More information regarding SAGE Total Access, including FAQs, can be found at www.sageworld.com/totalaccess.

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 or call 800.925.7243.

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