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CONTACT:
Roberta Isaeff
V.P. Human Resources
SAGE Publications
Tel: (805)-410-7537
Email: roberta.isaeff@sagepub.com

SAGE PUBLICATIONS ANNOUNCES BLAISE SIMQU AS ITS NEW PRESIDENT AND CEO

Thousand Oaks, CA, USA and London, United Kingdom (August 19, 2004) – About to celebrate its fortieth year of publishing leadership and innovation, SAGE Publications has named Blaise R. Simqu to be its new President and CEO. Stepping into the role behind retiring Michael Melody, Simqu has been serving as Executive Vice President of the company’s Higher Education Group.

Eager to guide SAGE in this exciting new era of electronic publishing, Simqu says, "As the leading social science publisher, we’re committed to remaining closely connected to libraries, by launching new product initiatives to fully serve their rapidly evolving needs – such as our recently award-winning SAGE Collections ™ and SAGE Reference."

After Simqu assumed his first executive role at SAGE in 1996, he immediately began implementing a strategic plan to vastly increase SAGE’s visibility in key venues, such as the academic library market. He is the architect for SAGE’s entrée into STM journal publishing, which continues to be a strong focus for the company. He’s also known for his continuing success in increasing SAGE’s brand in the global market.

"Blaise has been a long established player in SAGE’s management, and has been intimately involved in SAGE Publications' success over the last five years," says SAGE’s founder, publisher, and executive chairman, Sara Miller McCune. “I am confident our success will continue with him at the helm.”

About Michael Melody's five years at SAGE Publications, McCune says that “his accomplishments were not only considerable, but they also enabled SAGE employees to think about the company and its future in a way that was not possible before.”

Knowing Simqu is backed by what McCune believes is the strongest executive team SAGE has ever had, she adds, "I remain absolutely committed to our independence, our future as the leading social science publisher in the world, and our widening horizons through STM journal publishing, as well as with professional education books developed under the Corwin Press and Paul Chapman publishing imprints."

Rising to his new post at the top from a variety of positions, Simqu has also served on the Board of Directors for CrossRef and the Society for Scholarly Publishing.

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