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SAGE ANNOUNCES NEW JOURNAL SALES DIRECTOR

Thousand Oaks, California, London, United Kingdom, and New Delhi, India (April 6, 2006) - In order to promote new journal offerings to be released in the near future and to substantially increase its interactions with consortia, SAGE Publications is pleased to announce that it has hired Mark Kendall as Journal Sales Director.

Mark comes to SAGE after ten years as National Sales Director for YBP Library Services, the leading provider of collection management and technical services to scholarly libraries. Before that, he was Vice President of Library Services for Ingenta, Director of Sales for Warren Gorham and Lamont Publishing and New England representative for the Bureau of National Affairs. He is also currently active in ALA's Association for Library Collections & Technical Services and leads various local nonprofit organizations.

In his new position, Mark will be responsible for representing SAGE journals to scholarly libraries and consortia in North America, including the company's new consortia offering, SAGE Premier, which offers access to nearly 400 journals and 100,000 full-text articles from leading international peer-reviewed titles. Mark will also be on hand to meet librarians at the upcoming conferences for the Medical Library Association, Special Libraries Association and the American Library Association.

"I'm delighted to join SAGE at this exciting time in its proud 40 year history," says Kendall about the position. SAGE's reputation for providing outstanding scholarly content and its continued commitment to serving the evolving information needs of libraries and consortia were influential factors in my decision to join the company. I'm pleased to be part of an organization committed to delivering timely and innovative content in both a human and collaborative manner that meets the needs of researchers, authors, and, most importantly, society at large."

"We've always enjoyed a very strong partnership with CSA, our contracted sales agent and technology partner," said David Horwitz, SAGE's Vice President of Sales. "When we decided to bolster this sales effort by creating an internal team to assist the CSA sales force, we were thrilled that Mark was available to spearhead the objective. His strong leadership skills and long-term relationships with libraries and consortia will be an enormous help to SAGE and our customers."

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About SAGE

SAGE Publications is a leading international publisher of journals, books, and electronic media for academic, educational, and professional markets. Since 1965, SAGE has helped inform and educate a global community of scholars, practitioners, researchers, and students spanning a wide range of subject areas including business, humanities, social sciences, and science, technology and medicine. SAGE Publications, a privately owned corporation, has principal offices in Thousand Oaks, California, London, United Kingdom, and New Delhi, India.

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