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FOR IMMEDIATE RELEASE

SAGE Publications announces agreement with the American Association of Diabetes Educators to publish The Diabetes Educator

Thousand Oaks, CA, USA and London, United Kingdom (November 4, 2004) - SAGE Publications is pleased to announce a new publishing agreement with the Association of Diabetes Educators (AADE) to publish its journal, The Diabetes Educator (TDE). The journal will be published by SAGE starting in January 2005.

TDE is an ISI-ranked, peer-reviewed journal intended to serve as a reference source for the science and art of diabetes management. The journal publishes original articles that relate to aspects of patient care and education, clinical practice and/or research, and the multidisciplinary profession of diabetes education as represented by nurses, dietitians, physicians, pharmacists, mental health professionals, podiatrists, and exercise physiologists.

"The AADE is pleased to announce the selection of SAGE Publications as the new publisher of The Diabetes Educator," stated Chris Laxton, Executive Director of the AADE. "The review committee did an extensive evaluation of numerous publishers. The key criteria included publishing experience, healthcare background, editorial support and staffing along with other measures. SAGE scored at the top in all categories. As a full-service publisher with numerous healthcare clients, they offer the AADE a strong set of competencies and are an ideal fit for us. The AADE is extremely excited about the potential with our new publishing partner."

This signifies a new future for The Diabetes Educator as it will now be available electronically online for the first time via SAGE Journals Online, the new online journal delivery platform recently launched by SAGE and developed by the renowned HighWire Press.

"We at Sage entertain the highest regard for the American Association of Diabetes Educators and its goal of educating the public in diabetes self-management and prevention. We look forward to collaborating with the AADE in the publication of The Diabetes Educator and to putting our renowned marketing and production expertise at the service of this excellent journal," commented Alison Mudditt, Executive Vice President of SAGE's Higher Education Group. "Through SAGE's participation in the HighWire Press community of related e-content, we believe The Diabetes Educator will expand its online visibility to a broad range of readers, thereby contributing most effectively to the AADE mission."

Starting in January 2005, the TDE website will be located at <http://tde.sagepub.com>. The journal will be available electronically in HTML and PDF formats.

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About SAGE Publications

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. SAGE Publications, a privately owned corporation, has principal offices in Thousand Oaks, California, and in London, United Kingdom.

SAGE Publications actively supports Book Aid International, the Journal Donation Project, and the World Health Organization HINARI initiative, and is a member of CrossRef and of the COUNTER Project.

Visit SAGE Publications online at www.sagepublications.com.

About AADE

Founded in 1973, AADE is a professional membership organization dedicated to promoting the professional expertise of the diabetes educator, ensuring the delivery of quality diabetes self-management training to the patient, and influencing and contributing to the future content and direction of the profession. AADE's more than 10,000 members are healthcare professionals who specialize in helping people with diabetes self-manage their disease. They include nurses, dietitians, pharmacists, physicians, social workers, exercise physiologists and other members of the diabetes teaching team. AADE currently has 105 local chapters and 17 specialty practice groups.

Visit AADE online at www.diabeteseducator.org.

Visit SAGE Journals Online, SAGE's new online journal delivery platform at <http://online.sagepub.com>. Free access to all full-text journals is available for subscribing institutions until 5th January 2005.

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