

FOR IMMEDIATE RELEASE

**SAGE PUBLICATIONS APPOINTS JOHNNIE JAMES
AS ITS GENERAL COUNSEL**

Thousand Oaks, California, and London, United Kingdom (April 11, 2006) – SAGE Publications is proud to announce that it has appointed Johnnie A. James as Sr. Vice President and General Counsel to join SAGE's senior management team.

Johnnie has an extensive legal background having spent sixteen years practicing law. Most recently he was a partner in the Litigation Unit of the Los Angeles based firm of Manatt Phelps & Phillips. Johnnie began his career at Alschuler Grossman & Pines in Los Angeles, where he became its first African American partner. Johnnie earned his law degree from New York University School of Law where he was a Root-Tilden Scholar.

"I'm pleased to be at SAGE," says Mr. James of his new position. "I look forward to working with the executive team to continue the vision of this great company that has enjoyed forty years as the market's leading social science publisher."

"We are very excited to have Johnnie join SAGE as a strategic member of the senior management team," adds Blaise Simqu, SAGE President and CEO, to whom Johnnie will directly report. "The creation of this new General Counsel role is reflective of SAGE's growth and evolution. This internal legal function will strengthen our company's standing and help in building our future plans."

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About SAGE

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