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**SAGE PUBLICATIONS APPOINTS MANAGING DIRECTOR
FOR NEW ASIA-PACIFIC BUSINESS**

Thousand Oaks, California, London, United Kingdom, and New Delhi, India (July 24, 2006) – As part of its commitment to global dissemination of scholarly resources, SAGE Publications has appointed Steven D. Golden as the first managing director of its newly-founded Asia-Pacific business to be based in Singapore.

The Singapore office is being established at the end of August to further extend SAGE's reach in the Asia-Pacific markets, alongside its New Delhi office, which has long been established as a strong player in the South Asian market. Steve Golden will be responsible for developing and implementing the company's business strategy in the new region.

Steve comes to SAGE with over 15 years in high profile publishing roles in the Asian territories, including Prentice Hall's Japan division, Simon & Schuster's ELT division, and most recently, Cambridge University Press's Asia region, where he was responsible for sales in Japan, Taiwan, Korea and Southeast Asia. In addition, he is a member of the Asia-Pacific Executive Board where he has been involved in acquisitions in India and Northeast Asia. He was also instrumental in negotiations of groundbreaking publishing ventures in mainland China.

"Steve brings a wealth of experience in academic and professional publishing to SAGE along with extensive knowledge of the complex Asia-Pacific market," commented Stephen Barr, managing director, SAGE Publications London. "His publishing vision, dynamic business leadership and his focus on people are key qualities which make him a perfect addition to the SAGE family."

"I am eager to begin working with SAGE on this exciting new venture," agreed Steve Golden. "SAGE has doubled in size over the past five years and that kind of growth makes SAGE a dynamic and fulfilling place to be. I'm delighted to be joining the company at this particular time and I look forward to working to fulfill the ambitions and vision for growth in the Asia-Pacific region."

Like SAGE's other offices in the US, the UK and India, the Asia-Pacific office will focus on publishing in the social sciences, in the scientific, technical and medical (STM) markets and in the business and professional education arena.

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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 California, USA, London, UK, and New Delhi, India. www.sagepublications.com