

FOR IMMEDIATE RELEASE**CONTACT:**

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**SAGE PARTNERS WITH EMPACT TO PROVIDE ELECTRONIC PRODUCTS
TO ASIA-PACIFIC, AUSTRALIAN, NEW ZEALAND AND LATIN AMERICAN LIBRARIES**

Los Angeles, London, New Delhi, and Singapore (December 12, 2006) – SAGE Publications and EMpact Sales™ (EMpact), the publisher representation group within the EBSCO Information Services division, are pleased to announce a new sales partnership. Under the agreement, EMpact will represent SAGE electronic products to libraries in Latin America, the Caribbean, Australia, New Zealand, South Korea, Taiwan and Hong Kong.

EMpact will work with libraries in these countries to promote SAGE online product offerings, including SAGE Premier; SAGE Scientific, Technical, and Medical Packages; the award-winning *SAGE Full-Text Collections*; and the new SAGE Deep Backfile Package.

The sales partnership with EMpact will support the activities of SAGE's recently created Asia-Pacific office based in Singapore. Representatives from SAGE Asia-Pacific will be working directly with libraries in China, Japan, and south-east Asia, and collaborating with EMpact in the other countries listed above.

"Ensuring our customers in Asian, Australian, New Zealand and Latin American territories have representatives readily available in their regions to discuss their online product needs from SAGE is important to us," said Stephen Barr, Managing Director of SAGE's London office. "EMpact's global reach utilizing EBSCO's regional office network will provide close customer contact with responsiveness and knowledge of SAGE's online product offerings."

"EMpact is pleased to represent SAGE's quality online content in these regions," said Sid McNeal Jr., Vice President and General Manager, EMpact. "We are looking forward to the success we will generate for SAGE in these areas using the numerous creative resources of our EMpact group."

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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. A privately owned corporation, SAGE has principal offices in Los Angeles, London, New Delhi, and Singapore. www.sagepublications.com

About EMpact

EMpact Sales™ (EMpact) is part of the EBSCO group. EMpact's strong global presence, through its affiliation with EBSCO Information Services, makes it the ideal partner to expand your sales efforts and promote your products worldwide. The EMpact team can develop an exclusive and strategic plan for you to dramatically broaden exposure for your electronic products and content. As part of the EBSCO group, EMpact brings to your sales process an expanded team of newly established EMpact sales and marketing personnel working beside experienced EBSCO sales representatives who have been working with publishers and libraries for many years. With the support of fully staffed offices in 21 countries worldwide, EMpact's global reach makes it possible for content providers to take advantage of opportunities they might otherwise miss. Our representatives have produced successful sales results for publishers in Korea, Spain, Brazil, China, Germany, Mexico, Taiwan, Italy, France, the United Kingdom, Russia, Portugal, South Africa, the United States, Canada and other areas of Eastern Europe, Asia and Latin America. www.empactsales.com