



PRESS RELEASE

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Sage Communications Acquires Brotman•Winter•Fried

Move Enhances Sage's Capabilities in Events Management, Expands Footprint in Consumer Market

Vienna, Va. — November 4, 2011 — Sage Communications, a leading marketing communications and public relations firm in the Greater Washington, D.C. area, announced today the acquisition of Brotman•Winter•Fried Communications, Inc. (BWF), an events management and promotions agency specializing in sports, entertainment and consumer markets. BWF will operate as a division of Sage Communications, and will strengthen Sage's capabilities and broaden its footprint in a wide range of markets.

"BWF has a stellar reputation with more than 40 years of experience and an impressive roster of clients - making the agency an ideal addition for Sage as we continue to grow," said Larry Rosenfeld, Co-Founder and CEO of Sage Communications. "BWF's diverse clients, which cross both commercial and government markets, will be an excellent complement to Sage's current client portfolio."

BWF will focus its growth on events management, sports, entertainment and consumer markets while providing additional resources and expertise for Sage's current client roster. BWF President and COO Steve Winter said, "By joining with Sage, we will enhance our own capabilities and strengths to expand BWF's business in the government, technology, non-profit, business services and healthcare markets."

Sage and BWF have a significant presence in the government, non-profit and commercial markets. Both agencies are approved contractors on the General Services Administration (GSA) Schedule 541 for Advertising & Integrated Marketing Solutions (AIMS). BWF has served agencies including: the Department of the Interior, the Department of Agriculture, the Transportation Security Administration, the Joint Services Open House and the Department of Housing and Urban Development. BWF also boasts notable commercial client organizations, such as lululemon athletica, Safeway Corporation, Foot Locker, Taste of D.C. and the Legg Mason Tennis Classic.

"This acquisition reflects Sage's continued growth and success, as well as our desire to bring our clients the highest quality, most comprehensive communications support," added David Gorodetski, Co-Founder and COO of Sage Communications. "Now Sage can offer both companies' clients a wider range of communications services, giving our clients a competitive edge."

The combined agencies bring decades of expertise providing marketing communications services to Fortune 500 companies, emerging companies, industry associations, non-profits and government agencies. A sampling of Sage's current clients includes Quest Software, Motorola Solutions Federal Government Division, AMERICAN SYSTEMS, Science Applications International Corporation (SAIC)'s Linguistic & Cultural Intelligence Group, Dynamics Research Corporation (DRC), GSA and the Department of Veterans Affairs. Additionally, Sage has supported the DC Jazz Festival since its inauguration in 2005 and was recently appointed as the first agency of record for the National Cherry Blossom Festival.

GSA Schedule

Sage and BWF are approved contractors on the GSA Schedule 541 for Advertising & Integrated Marketing Solutions (AIMS). Most notably, Sage is ranked among the top 10 marketing agencies on the GSA AIMS contract based on sales revenue.

Contract GS-07F-0273U, Small Business Set-Aside

- SIN 541-3 Web Marketing Services (Small Business Set-Aside)
- SIN 541-4 E Commercial Photography Services (Small Business Set-Aside)
- SIN 541-4 F Commercial Art and Graphic Design (Small Business Set-Aside)

Contract GS-07F-0274U

- SIN 541-1 Advertising Services
- SIN 541-2 Public Relations Services
- SIN 541-4 A Market Research and Analysis
- SIN 541-4 C Exhibit Design and Implementation Services
- SIN 541-5 Integrated Marketing Services
- SIN 541-1000 Other Direct Costs (ODCs)

About Sage Communications

Located in the Greater Washington, D.C. area, [Sage Communications](#) is a full-service marketing communications agency specializing in the government, technology and healthcare markets. The company provides a unique fusion of public relations, advertising, marketing and interactive services to Fortune 500 companies, start-ups, non-profits, government agencies, associations and coalitions to deliver custom, high-impact communications strategies and programs. Sage proudly supports several organizations and activities including [The Children's Inn at NIH](#), [St. Jude's Children Research Hospital](#) and [The Children of Uganda](#). For more information, please visit our website at www.aboutsage.com or contact us via any of the following social media links:

- Blog: <http://seethru.aboutsage.com>
- Twitter: [@sagecomm](#)
- Facebook: <http://www.facebook.com/sagecomm>
- LinkedIn: <http://www.linkedin.com/companies/sage-communications>
- Behance: http://behance.net/sage_communications

About Brotman•Winter•Fried

Brotman•Winter•Fried is a full service marketing and communications firm located in Falls Church, Va. BWF helps clients achieve their communication, marketing and branding objectives by first identifying the client's needs and goals, then applying their talents to provide solutions. BWF specializes in event management and implementation, media relations, promotions, grass roots community outreach, artwork production, advertising, and marketing for a wide range of clients including sports teams and events, entertainment, local and national corporations, non-profits, government agencies, real estate entities and national organizing bodies. Current and past clients include Starbucks Coffee, Safeway Corporation, Tysons Corner Center, Foot Locker, lululemon athletica, Taste of D.C., the Montgomery County Government, Stratford University, Fight for Children, D.C. United, Feld Entertainment, National Museum of Crime & Punishment, the Legg Mason Tennis Classic, the American Heart Association and many others.

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