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**PRESS RELEASE**

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**Media Contact:**  
Julie Litzenberger  
Sage Communications  
(703) 584-5634

**Sage Communications Expands Government Footprint  
with Acquisition of JDG Communications**

*Acquisition Bolsters Sage's Staff by 50 Percent and  
Merges Complementary Services and Client Bases*

**Vienna, VA —June 15, 2009** — Sage Communications, one of the fastest growing full-service marketing communications firms in the Greater Washington D.C. area, today announced it has acquired Falls Church-based JDG Communications, a strategic marketing communications and branding firm serving government, corporate and non-profit clients in the D.C. metro region. Sage's acquisition of JDG broadens its footprint in the government market and deepens its marketing communications services.

"JDG Communications' stellar reputation, enviable government client roster and 30-years marketing expertise are all critical assets that will support the expansion of our company and services," said Larry Rosenfeld, CEO and Co-Founder of Sage Communications. "JDG's business is comprised of more than 90 percent federal and state and local government agencies which complements Sage's commercial focus."

The public sector is a high-growth target market for Sage, which specializes in integrated marketing communications, branding, and public relations for technology, government and healthcare clients. Sage and JDG are both approved contractors on the GSA Schedule 541 for Advertising & Integrated Marketing Solutions (AIMS). Most notably, JDG is ranked among the top 10 marketing agencies on the GSA AIMS contract based on sales revenue. Among JDG's clients are the General Services Administration (GSA), Federal Trade Commission, U.S. Department of Treasury, Small Business Administration (SBA) and the National Oceanic and Atmospheric Administration (NOAA).

JDG will operate as a subsidiary of Sage Communications and focus on supporting awareness and outreach programs for government agencies. JDG President Len Johnson will continue to lead the JDG team in this capacity. Mr. Johnson said, "We see the merging of the two companies as a natural evolution and are very excited about expanding JDG's business and providing new opportunities for our employees."

As a result of the acquisition, Sage's current staff of 25 people will increase by 50 percent through the acquisition. All employees will operate out of the Sage office in Vienna, Va.

"The acquisition of JDG Communications builds on Sage's fast organic growth over the past five years and positions us among the most experienced marketing

communications agencies in the industry,” added David Gorodetski, Co-Founder and COO of Sage Communications. “By joining forces, clients will benefit from an unmatched range of integrated marketing communications services and industry expertise in commercial and government markets.”

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 clients since Sage’s inception in 2004 include ManTech International, Quest Software, AT&T Government Solutions, Juniper Networks, K2M, Bivio Networks, AMERICAN SYSTEMS, and Dynamics Research Corporation.

### **About Sage Communications**

Sage Communications is a full-service marketing communications agency specializing in the technology, government and healthcare markets with offices in the Greater Washington D.C. area and San Francisco, Calif. Sage delivers custom, high-impact communications strategies and programs that produce real results to bolster clients' businesses. 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. For more information, please visit our website at [www.aboutsage.com](http://www.aboutsage.com).

### **About JDG Communications**

JDG’s strategic team focuses on “communicating what matters” with highly creative branding and identity programs, public outreach campaigns, website design and programming, publications, capabilities brochures, consumer and b2b sales support materials and trade show exhibits. Current and past clients include the Federal Trade Commission, U.S. General Services Administration, Environmental Protection Agency, Small Business Administration, SCORE, the American Psychological Association, and the United Way of the National Capital Area. Web site: [www.jdgcommunications.com](http://www.jdgcommunications.com).

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