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**SAGE ROLLS OUT RSS FEEDS FOR ALL JOURNALS
ON SAGE JOURNALS ONLINE**

Thousand Oaks, California, London, United Kingdom, and New Delhi, India (April 24, 2006) – SAGE Publications announced today that all of its journals now offer tables of contents RSS feeds on the SAGE Journals Online platform located at <http://online.sagepub.com>.

The roll out of this new feature ensures SAGE remains at the forefront of electronic publishing by offering the most flexible routes to the online content of the company's 400+ journals. SAGE Journals Online already provides advanced alerting services with tables of contents, keyword, author and citation alerts available alongside the new RSS option.

RSS stands for Really Simple Syndication (also known as Rich Site Summary) and is an XML specification that allows content providers (such as SAGE) to provide a portion or all of their content via XML files that are then read by an RSS reader or web browser. RSS facilitates the ability for users to select and pull content from a variety of different content providers using their RSS reader or web browser. The RSS feed sends headlines with links and brief descriptions directly to users' desktops as soon as the desired content is available.

"We are excited to be able to provide the RSS feeds as over recent months, RSS has rapidly become the online standard for information aggregation," said John Shaw, SAGE's Director of Publishing Technologies. "SAGE is committed to assisting researchers and users by offering the most flexible ways to access our content online. With RSS aggregators like Feedster, Bloglines, etc, new users will easily be able to locate SAGE's journal content. Working closely with HighWire Press, we have been able to quickly respond to the changing needs of the marketplace."

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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 Thousand Oaks, California, London, United Kingdom, and New Delhi, India.

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