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FOR IMMEDIATE RELEASE

**STAPLES PROMOTIONAL PRODUCTS SELECTS SAGE FOR
INDUSTRY RESEARCH SOLUTION**

Addison, TX (May 5, 2014) – SAGE announces that Staples Promotional Products, the largest distributor of promotional products in North America has selected SAGE Online as its exclusive promotional products research solution. Staples Promotional Products is part of Staples Advantage, the business-to-business division of Staples Inc.

Through the partnership, Staples Promotional Products' sales associates will receive SAGE Total Access, including SAGE Online, SAGE's flagship research and business management service, as well as SAGE Mobile, SAGE's industry-leading mobile application. Staples and SAGE will also implement integration services to Staples' back-end systems in order to improve efficiencies and provide enhanced reporting to Staples' sales associates.

"We are very excited to be working with Staples," said David Natinsky, President of SAGE. "As the industry's largest distributor, Staples Promotional Products consumes a vast amount of product and supplier information and they demand the best. We couldn't be more honored that Staples has chosen us to provide these services to their sales force and we are very excited to be working with them as part of this new relationship."

SAGE has already rolled out SAGE Online and SAGE Mobile to all of Staples' sales associates and integration work is underway between SAGE and Staples' back-end systems. SAGE has also launched an education and training program for Staples' sales associates that will be ongoing.

About SAGE Online

SAGE Online is the industry's #1-rated and most popular product research service in the promotional products industry. Serving the majority of promotional products distributors, SAGE Online provides complete product and supplier research, impressive presentation capabilities, order management, customer relationship management (CRM), email campaigns, electronic catalogs, supplier specials, tradeshow information, SAGEim™ instant messaging, order tracking, and much more.

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About SAGE

SAGE, based in Addison, Texas, is the leading provider of information, marketing and business management solutions to the promotional products industry. In addition to SAGE's flagship SAGE Online™ and SAGE Mobile™ research and business management services, SAGE also provides the industry with other research services, order management, website and email services, e-commerce solutions, end user catalogs, artwork services, payment processing, tradeshow, tradeshow management services, and lead retrieval software. SAGE is also the exclusive technology provider for members of the Promotional Products Association International (PPAI), the industry's non-profit association. For more information, please visit www.sageworld.com or call 800.925.7243.

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