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FOR IMMEDIATE RELEASE

Universal Unilink® Names SAGE® as a Preferred Provider of Research and Marketing Tools

Addison, Texas (October 11, 2016) – Universal Unilink, the leading resource and innovative partner to independent owners in the business of uniforms, textiles, laundries, wearables, and promotional products, has selected SAGE, a leading provider of business management solutions to the promotional products industry, as a preferred provider of research, marketing, and business management services to its Members.

As part of the relationship, SAGE will provide Universal Unilink Members with a custom-designed package of SAGE products and services, which will include product research, marketing, and operational tools for their promotional products business. Members will receive a Total Access subscription, providing them with access to SAGE Online, the promotional product industry's most popular product research and business management tool; SAGE Web, the browser-based platform to access SAGE tools from any device with web access; and SAGE Mobile, the mobile application for iOS and Android devices.

Universal Unilink Members will also have the opportunity to add products from SAGE's suite of powerful tools, including custom websites, e-commerce, email campaigns, professional art services, and client catalogs, for an all-in-one solution to their promotional product business needs. Members will enjoy first-class customer service from a partner committed to their success.

"We're very excited to provide the best tools in the industry to support Universal Unilink's Members," said Jarod Thorndike, Director of Strategic Relations at SAGE. "We're looking forward to helping each Member streamline and grow the promotional products side of their business."



In addition, all Universal Unilink Members subscribing to SAGE Total Access will receive a full membership to Promotional Products Association International (PPAI), the world's largest not-for-profit association for the \$20 billion promotional products industry. This is part of the Power of Two program, in which SAGE and PPAI have entered into a strategic alliance to provide the industry with the combined benefits of a PPAI membership and SAGE products and services.

Allan Fowler, CEO at Universal Unilink, said, "Our mission is to provide premier resources and benefits for all our Members. This partnership with SAGE and PPAI will give our Members a powerful market position with the most advanced technology and comprehensive business management tools in the promotional products industry."

SAGE will provide free webinars and other learning opportunities to help Universal Unilink Members learn more about SAGE's product offerings. For more information on SAGE, please visit www.sageworld.com.

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™, SAGE Web™, 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.

About Universal Unilink

Universal Unilink Purchasing Association is a member-driven organization dedicated to providing valuable resources in the business of uniforms, textiles, laundries, wearables, and promotional products. Universal Unilink provides opportunities for Members to save money, expand profits, increase efficiencies, leverage educational opportunities and network with their peers to



maximize Members' bottom lines. For more information, contact Ginger Sanders, gingers@universalpa.com, 888-830-7872, or www.universal-unilink.com.