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FOR IMMEDIATE RELEASE

BindRite™ Dealers Association Names SAGE® as Exclusive Provider of Research and Marketing Tools

Addison, Texas (December 21, 2016) – BindRite Dealers Association, a leading North America-wide network dedicated to selling and servicing document binding, finishing, paper handling, and specialty presentation products, has selected SAGE, a leading provider of business management solutions to the promotional products industry, as the exclusive provider of research, marketing, and business management services to its members.

The relationship with SAGE will offer BindRite members the SAGE Total Access subscription, consisting of 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.

BindRite 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 BindRite'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 BindRite 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.

Al Boese, Executive Director at BindRite Dealers Association, said, "We're committed to providing our members with the best technology and business management in the industry. This relationship with SAGE and PPAI will help give our members access to the industry's most powerful tools and provide the broadest range of promotional products and services to our customers."

SAGE will provide free webinars and other learning opportunities to help BindRite 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 BindRite Dealers Association

Authorized BindRite Dealers are members of a North America-wide network group of independent companies, dedicated to selling and servicing document binding, finishing, paper handling, and specialty presentation products. Our members are required to maintain the highest standards of product selection, customer service and technical support in the industry. In addition, our strict Code of Ethics assures that BindRite members conduct themselves fairly and honestly in every aspect of business practice. We build loyal, long-term relationships with our customers by treating them fairly, meeting their needs and earning their trust. For more information, visit www.bindrite.com.