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FOR IMMEDIATE RELEASE

PPAMS, SPPA, CAAMP, AND GAPPP REGIONAL ASSOCIATIONS JOIN REDESIGNED SAGE AFFILIATE PROGRAM TO EXTEND SAGE BENEFITS TO MEMBERS

Addison, Texas (March 15, 2017) – SAGE is pleased to announce that major regional promotional products associations have joined the redesigned SAGE Affiliate Program, including the Promotional Products Association of the Mid-South (PPAMS), the Sunbelt Promotional Products Association (SPPA), the Carolinas Association of Advertising and Marketing Professionals (CAAMP), and the Georgia Association of Promotional Product Professionals (GAPPP).

The SAGE Affiliate Program is a unique, customized program designed to give regional associations in the promotional products industry and their members special benefits from SAGE through access to business management products and services for members and the association.

“We are continually evaluating our affiliate program and searching for the best opportunities to support regional associations, which play such a vital role in our industry,” said Jarod Thorndike, Director of Strategic Relations at SAGE. “We are pleased to find new ways to offer even more benefits and services to our affiliate associations and their members.”

SAGE offers members a choice of Business Suite Packages, special product bundles providing product research solutions on all major platforms, online product searching for clients, a custom website, virtual showrooms, and SAGE Total Access subscriptions. The Total Access subscription consists of SAGE Online, the promotional product industry’s most popular product research and business management solution; SAGE Web, the browser-based platform to access SAGE products



from any device with web access; and SAGE Mobile, the full-featured mobile application for iOS and Android devices.

Members can select a Business Suite Package of 2, 10, or 25 user licenses depending on the number of users they need. As SAGE Affiliates, members of PPAMS, SPPA, CAAMP, and GAPPP are eligible to receive special pricing on the Business Suite Packages as well as savings on their first SAGE Total Access subscription license.

In addition, all 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.

Bill Petrie, Board President of PPAMS, remarked, "In such a competitive industry, we know our members are looking for fresh ways to stay ahead of the curve. We're excited to provide access to cutting-edge technology solutions by joining the redesigned SAGE Affiliate Program."

As part of the relationship, PPAMS, SPPA, CAAMP, and GAPPP corporate offices will also utilize SAGE products and services to help manage the association.

"We value this opportunity to continue to meet the needs of our members and our association through the special advantages in the SAGE Affiliate Program," said Loren Richardson, Board President of SPPA.

Jarod Thorndike continued, "We couldn't be more excited to partner with our regional associations and provide their members with access to leading-edge business management solutions for every aspect of their operations. SAGE is a huge supporter of regional associations, and the SAGE Affiliate Program is one way we can show it."

"Our association is driven to enhance our members' success, and we are eager to extend solutions to help make that vision a reality," noted Lisa Bibb, MAS, Executive Director of CAAMP. "The SAGE Affiliate Program is a unique way we can help our members reach new levels of accomplishment in their business."



GAPPP Board President Amy Rabideau, CAS, commented, "We are dedicated to empowering our members with resources that create a positive impact on their operations. This relationship with SAGE allows us to offer a practical and immediate benefit to every professional in our association."

PPAMS, SPPA, CAAMP, and GAPPP members who are SAGE subscribers may contact SAGE to learn more about custom offerings, effective as of the next renewal. New association members who add SAGE services can be informed of their options by noting their specific association membership on their application.

To learn more about the SAGE Affiliate Program, visit go.sageworld.com/affiliate.

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 buyer catalogs, artwork services, payment processing, tradeshows, 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.