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FOR IMMEDIATE RELEASE

Sports Inc.'s Team Sports Division Names SAGE® a Preferred Provider of Research and Business Management

Addison, Texas (June 5, 2017) – Sports Inc., a sporting goods buying organization with over 500 members and 750 locations in North America, 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 independent owners.

As part of the relationship, SAGE will provide Team Sports Division members within Sports Inc. with a special corporate discount on SAGE products and services. This includes a discount on the SAGE Total Access subscription, consisting of SAGE Online, the promotional product industry's most popular product research and business management tool, as well as 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. Additional benefits to the partnership allow members 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.

"We are thrilled at the opportunity to offer the best industry tools to support Sports Inc.'s growing network of members," said Jarod Thorndike, Director of Strategic Relations at SAGE. "We look forward to working independently with each member location of the Team Sports Division to help strengthen their client relationships and broaden their promotional products reach."



In addition, Team Sports Division members subscribing to SAGE Total Access will also 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.

Max Pearson, Project Manager of the Team Sports Division at Sports Inc., said, "We are committed to helping our members remain competitive and prosperous in the sporting goods industry. This partnership with SAGE will provide our independent retailers with superior growth opportunities in the promotional products arena, via access to advanced business management technology."

SAGE will provide free webinars and other learning opportunities to help Team Sports Division 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 Mobile™, and SAGE Web™ 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, 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.

About Sports Inc.

For more than 50 years, Sports Inc. has been providing independent sporting goods retailers with an opportunity to grow and thrive in a competitive market space. Today, it is the largest



and most diverse sporting goods buying group, serving the North American independent retailers market. With over 500 members and 750 sales locations in all 50 states and Canada, Sports Inc. consists of a nationwide network of stores involved in all facets of the sporting goods industry. Sports Inc. is 100% member-owned and maintains a unique reputation for extremely high quality of membership. For more information, visit <https://www.sportsinc2.com>