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FOR IMMEDIATE RELEASE

PPAI AND SAGE® PROVIDING RELIEF TO MEMBERS AFFECTED BY HURRICANE

IRMA

Addison, Texas (September 11, 2017) – As Hurricane Irma leaves a trail of devastation across the state of Florida, PPAI, the world's largest not-for-profit association for the promotional products industry and SAGE, the industry's leading technology provider, are granting payment extensions to impacted members. Membership and services will continue without interruption during this time, allowing members to not worry about paying for their membership and services right now or risking losing the critical business and research tools that they are going to need to rebuild their businesses.

In addition to the payment relief, SAGE is offering complimentary email campaign services to any impacted member customers at no charge. Industry businesses affected by the disaster can use email campaigns to notify their customers with information on the current state of their business affairs and to keep customers updated as businesses hopefully eventually return to normal operations.

"The destructive impact of Hurricane Harvey and now Hurricane Irma has critically affected the prosperity of small businesses," said Paul Bellantone, CAE, PPAI President and CEO. "It's our job as trusted advisors to the promotional products industry to aid our community in any way we can during this time of distress and grief."

"As the storm continues to produce heavy rain and inland flooding, we can finally begin to assess the devastating impact of Hurricane Irma. Many of our members are left with no power and have



experienced significant damages to their homes and businesses,” said David Natinsky, SAGE President. “We will continue to provide ongoing support to our struggling colleagues for as long as it is necessary for them to recover and come back stronger.”

Members in the affected region who need additional time to pay for membership and subscription services simply need to contact their SAGE account executive or PPAI representative and request a payment deferral.

To receive complimentary SAGE Email Campaigns, please contact your SAGE account executive as well. Recognizing that many members may not have access to their computers, SAGE representatives can assist with loading customer lists and creating the email campaign to send out. SAGE can be reached at 800.925.7243 or sales@sageworld.com.

About PPAI

Founded in 1903, the Promotional Products Association International (PPAI; ppai.org) is the world’s largest and oldest not-for-profit association serving more than 14,500 corporate members of the \$21 billion promotional products industry which is comprised of more than 37,661 businesses and a workforce of more than 510,000 professionals. PPAI represents the industry in Washington, D.C., and advocates on its behalf. PPAI operates The PPAI Expo, the industry’s largest trade show; provides the leading promotional products safety and compliance program, a prestigious professional development and certification program; and publishes industry trade journals and periodicals. The multibillion-dollar industry includes wearables, writing instruments, calendars, drinkware and many other items, usually imprinted with a company’s name, logo or message. For more information, visit PPAI.org and find us on Twitter @PPAI_HQ, Facebook, Instagram, YouTube and Pinterest.

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; ppai.org), the industry's non-profit association. For more information, please visit www.sageworld.com or call 800.925.7243.