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NEWS RELEASE

P R O M O T I O N A L P R O D U C T S A S S O C I A T I O N I N T E R N A T I O N A L

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PPAI and SAGE Providing Complimentary Power Of Two Memberships To CASA Members In Puerto Rico

IRVING, TX (December 5, 2017) – More than two months after Hurricanes Maria and Irma ravaged the Puerto Rican coastline, the island continues to experience major power outages, affecting many members of the **Caribbean Advertising Specialties Association (CASA)**, who were already struggling to revive their promotional products businesses.

To alleviate a portion of the stress of the ongoing hardship, **Promotional Products Association International (PPAI)**, the world's largest not-for-profit association for the promotional products industry, and **SAGE**, the industry's leading technology provider, are offering complimentary **Power of Two** benefits to **CASA members who renew their 2018 CASA membership** and pay their dues by December 29, 2017. CASA members can take full advantage of both a **PPAI membership** and a **SAGE Total Access** subscription now through December 31, 2018.

"This is a very challenging time for Puerto Rico and most of our CASA members. The devastating effects from the recent chain of natural disasters have really put a strain on many small and medium-sized businesses," said Silvia González M., CAS, CASA president. "There is still a long and arduous road to complete recovery, but words cannot express how inspiring it is to see the promotional products community come together during a time of need."

NOTICE: To take advantage of this offer, CASA members must complete the online [URMA application](#) and pay CASA membership dues no later than December 29, 2017.

Through the Power of Two alliance, distributors receive combined benefits of a PPAI membership and a SAGE Total Access subscription. PPAI leads the promotional products industry with the most comprehensive offering of networking opportunities, education, legislative initiatives, and business savings benefits while SAGE provides the most popular promotional product research tool and business management services. Distributors will have membership support and powerful business management solutions, supported by two of the strongest organizations in the promotional products industry.

"This is a step above what PPAI and SAGE have ever offered as a measure of relief to the promotional products community," said Paul Bellantone, CAE, PPAI president and CEO. "We're taking strong, decisive and forward-thinking actions to facilitate change and restore the struggling promotional products businesses in Puerto Rico."

During this time of need, all CASA members will receive the Power of Two benefits at no cost (valued at \$495) providing them monetary relief for their membership and services dues and giving them more time to focus on rebuilding their businesses.

David Natinsky, SAGE President, said, "This past year has been a trying one for millions of people who are still left suffering in the aftermath of recent storms. We are grateful for the opportunity to join forces with PPAI and offer a comforting gesture to our colleagues in Puerto Rico. Our thoughts go out to all the members of the promotional products community."

CASA members in the affected region who would like to take advantage of this offer will simply need to contact their SAGE account executive at 800.925.7243 or sales@sageworld.com and provide proof of their CASA membership.

About CASA

CASA is the only not-for-profit association in the Caribbean dedicated to developing and promoting true professionals in the promotional products industry. Founded in 1989, CASA supports more than 200 distributor and supplier companies throughout the islands.

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, tradeshow, 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.

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