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FOR IMMEDIATE RELEASE

SAGE[®] ANNOUNCES REAL-TIME CUSTOM IMAGE GENERATION TOOL

Addison, Texas (May 22, 2024) – SAGE, the leading provider of software and solutions to the promotional products industry, is proud to announce the industry's first real-time custom image generation tool as part of its popular website platform. The new image generation tool utilizes cutting edge artificial intelligence, further enhancing SAGE's groundbreaking AI features aimed at transforming content creation and optimization.

Distributors and suppliers using SAGE to power their websites and company stores can now easily create completely custom and unique images on their website. All areas of the website that allow for custom rich text support the new feature. Creating an image is as easy as typing in a description and hitting the Generate Image button. In just a few seconds, the powerful AI engine will create an image that fits the exact description.

Additionally, SAGE provides a full detailed description of the created image. Users can use this description to further hone the image by adjusting the prompt text and resubmitting it to the AI engine to create a new image.

The new image creation tool not only allows users to visually enhance their website, but it also eliminates potential copyright concerns that can arise with using images found online.

One popular area for using this new image creation tool is the blogs area of the website platform. Earlier this year, SAGE introduced technology that will instantly create an entire blog



article based on a given prompt. Now, with the image creation tool, users can easily add images to their blog articles as well.

"It used to take hours or days to create a blog article and find or create images for it that you had the proper rights to use. Now, with these new tools we've reduced that time to mere seconds, drastically improving the ability to easily create quality content on our customers' websites" said Brian Pritchard, Vice President of Information Technology. "As the technology leader in the industry, our goal is to utilize all of these amazing new technologies to create tools that are actually useful to our customers. By doing so, we're allowing our customers to not just stay competitive but also to be more efficient. It's a complete win-win."

SAGE's image creation tool is available now. To learn more about SAGE Websites, SAGE Company Stores, and these new tools, visit www.sageworld.com or contact your Account Advisor today.

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, 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.