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FOR IMMEDIATE RELEASE

SAGE[®] UNVEILS ENHANCED COMPANY STORE STANDARD

Addison, Texas (August 29, 2023) – SAGE, the leading provider of information, marketing, and business management solutions to the promotional products industry, is thrilled to announce the launch of its upgraded SAGE Company Store Standard. This latest release introduces a multitude of features designed to elevate user experience and site functionality to new heights. With these updates, SAGE continues to revolutionize the way distributors manage their online presence.

SAGE Company Store Standard, the introductory company store solution in SAGE's company store offerings, now includes more of the advanced features and functionality within SAGE's higher-level company store options, SAGE Company Store Premium and SAGE Company Store Premium Plus.

This all-new, enhanced version has an innovative and fresh user interface. The clean and modern layout seamlessly incorporates distributors' existing branding, colors, custom navigation, product selection, and settings allowing an effortless transition for their customers while delivering a more visually appealing experience. Moreover, the fully responsive design enables distributor clients to enjoy flawless viewing across all devices, be it desktop, tablet, or mobile phone.

SAGE Company Store Standard continues to include SAGE's trusted web hosting services, promising seamless performance and maximum uptime for distributors' e-commerce stores. To further strengthen site performance and reliability, advanced security updates, including full-site



SSL encryption, have been implemented to safeguard sensitive customer data, fostering trust among site visitors.

Another exciting new feature included in the upgraded SAGE Company Store Standard is the addition of a product matrix. This intuitive new component simplifies the process of inputting multiple sizes and colors in an order, eliminates multiple additional steps, and streamlines the ordering experience for distributors and their customers alike.

Another addition to the new SAGE Company Store Standard includes multiple image support. This enables distributors to showcase their offerings from various angles or show multiple color options to help customers better visualize their final product and increase engagement.

The enriched customization options within the new SAGE Company Store Standard allow distributors to create compelling content and promotional offers by adding text, specials, or links, ultimately driving more sales. And with the ability to add multiple auto-rotating and linkable homepage banners, distributors can easily highlight their featured products, seasonal promotions, or any message they wish to convey right at the top of their page.

Plus, distributors can provide their customers with two additional custom webpages. Some great examples of this would be a size chart page or FAQ page. The user-friendly rich text editor empowers distributors to format and style their website content seamlessly, while the expanded file library allows for the storage and management of a greater volume of digital assets, including images, logos, and marketing collateral. Additionally, the new language support toggle supports clients with internationally located employees.

For advanced users seeking even more customization options, SAGE's upgraded Company Store Standard offers JS & CSS support, allowing the addition of their own JavaScript and CSS code to further personalize their e-commerce stores.

“Here at SAGE, our steadfast commitment is to help our customers thrive and provide them with the latest in what SAGE has to offer. And this upgrade is a big step up for our current

Company Store Standard customers” said Chris Sumpter, Vice President of Web Development. “We’ve modernized the design, but we’ve also incorporated several customer-requested features to make the site more efficient and effective for both our distributors and their customers.”

The upgraded SAGE Company Store Standard is available now. All existing Company Store Standard customers will be automatically upgraded to the new version prior to September 30, 2023, and will receive an email once the upgrade is complete.

Despite the significant enhancements, SAGE remains committed to delivering value to its clients. Effective October 1, 2023, all new Company Store Standard subscriptions or renewals will be available at the rate of \$295 per year or \$29 per month.

To learn more about the updated capabilities of SAGE Company Store Standard or to request a free demo store, visit <https://www.sageworld.com/companystore-standard/>.

To learn more about SAGE Company Store Premium and SAGE Company Store Premium Plus, visit <https://www.sageworld.com/launch-company-store.php>.

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.