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FOR IMMEDIATE RELEASE

**PROMOTIONAL MARKETING ASSOCIATION OF NORTHERN CALIFORNIA JOINS
SAGE AFFILIATE PROGRAM EXTENDING SAGE BENEFITS TO MEMBERS**

Addison, Texas (September 28, 2020) – SAGE is pleased to announce that the Promotional Marketing Association of Northern California (PMANC) has joined the SAGE Affiliate Program, a customized program designed to give regional associations in the promotional products industry and their members special access to SAGE’s business management products and services.

“We couldn’t be more excited to partner with the Promotional Marketing Association of Northern California and provide their members with access to cutting-edge business management solutions for every aspect of their operations,” said Jarod Thorndike, Director of Business Development at SAGE. “SAGE tries to go above and beyond for regional associations, and the SAGE Affiliate Program is one way we can show it.”

SAGE offers PMANC distributor members a 10% discount on products and services including websites, company stores, and SAGE Total Access subscriptions. The Total Access subscription consists of SAGE Online, the promotional product industry’s most popular product research and business management solution; SAGE Web, the browser-based platform to access SAGE products from any device with web access; and SAGE Mobile, the full-featured mobile application for iOS and Android devices.

In addition, all members subscribing to SAGE Total Access will receive a full membership to Promotional Products Association International (PPAI), the world's largest not-for-profit association for the more than \$23 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.

PMANC members who are SAGE subscribers may contact SAGE to learn more about custom offerings, effective as of the next renewal. New association members who add SAGE services can be informed of their options by noting their specific association membership on their application.

To learn more about the SAGE Affiliate Program, visit go.sageworld.com/affiliate.

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, project 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), the industry's non-profit association as well as Promotional Products Professionals of Canada (PPPC), Canada's non-profit association. For more information, please visit www.sageworld.com or call 800.925.7243.