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FOR IMMEDIATE RELEASE

SAGE[®] EMPOWERS THE PROMO INDUSTRY WITH MORE AI FEATURES

Addison, Texas (October 12, 2023) – SAGE, the industry’s leading provider of information, marketing, and business management solutions has introduced yet another AI-powered feature to help distributors leverage the power of recent advancements in artificial intelligence. The latest AI-based development to come out of SAGE’s labs gives distributors a real-time summary by consolidating supplier’s reviews, and allowing them to save time and gain valuable insights at a glance.

“SAGE is recognized throughout the industry as having the most robust, accurate and truly representative supplier rating and review system,” said Dana Porter, MAS, SAGE’s Vice President of Information Services. Porter continued, “While many distributors enjoy the details provided by each specific review comment, we also know that it’s extremely helpful in many cases to get a general idea of what people are saying about a supplier. In order to provide that capability, we leveraged the power of the latest AI technologies to help us create real-time summaries of all of our customers’ supplier reviews. The result is more time saved and more information available for our customers, and that’s exactly the type of thing we’re always hoping to provide.”

Supplier review summaries are now available in both SAGE Online and SAGE Web, both of which are available to SAGE’s distributor customers with a Total Access subscription. All PPAI distributor members automatically receive a one-user license to SAGE Total Access as part of SAGE’s relationship with the association.

After checking out the new supplier review summaries, Tricia Williams of My Tribe Print & Promo LLC said, “I am thoroughly impressed with the AI-powered Review Summary feature



within SAGE. Its accuracy and efficiency in summarizing complex information are truly remarkable. This tool not only saves time but also ensures that businesses can quickly grasp the essence of customer feedback. It's a game-changer for anyone seeking meaningful insights. Well done!"

Supplier review summaries are the latest AI-powered feature to be introduced by SAGE. In recent months, the technology company has introduced a number of features that leverage the newest AI technology in different ways. Earlier in the year SAGE introduced the Idea Wizard, a powerful tool for distributors to get ideas for specific client events, as well as a number of tools for writing custom content for presentations, project thank you notes, and websites.

"We're doing a massive amount of research in AI and other new technology areas. While we're looking into all sort of interesting things, our main focus continued to be on finding ways to increase our customers' productivity, efficiency and information accessibility," said Eric Natinsky, SAGE's CEO. He continued, "All of the new features that we're releasing out of our labs fit that goal. We're so pleased to be able to bring these amazing new technologies to the promo industry in a useful and productive way."

For more information about SAGE Total Access, please visit <https://www.sageworld.com/try-SAGE.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, tradeshows, 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.