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FOR IMMEDIATE RELEASE

SAGE[®] ANNOUNCES SAGE CONNECT[™] API

Addison, TX (June 22, 2019) SAGE, the leading provider of information, marketing, and business management solutions to the promotional products industry, is excited to announce SAGE Connect[™], an application programming interface for bi-directional integration with SAGE services.

SAGE Connect was specifically designed to perform direct, real-time integrations within existing website architecture and internal applications. The API uses modern JSON formatted data, secure HTTPS posts, and hosting on redundant servers for optimum performance and availability. These enhancements provide a faster, more streamlined platform with the ability to utilize the most accurate and robust product data in the industry, product inventory, order status, presentations, and more. In advanced implementations or integrations with high activity, SAGE also offers a local caching option instead of retrieving in real time.

SAGE Connect is launching with five service modules: Category List, Theme List, Product Search, Brief Product Detail, and Full Product Detail. Each module uses the same authentication method and general structure, making it easy to incorporate different modules within the API framework as needed. Additional service modules are scheduled to be added soon.

"SAGE Connect is the one-stop-shop for industry integrations," Eric Natinsky, SAGE CEO, commented. "With this new API, tech-savvy customers and partners can build powerful applications both to consume data provided by SAGE and to provide data to the industry through SAGE services. We're proud to be offering this brand-new service to continue to move the industry forward in terms of technology integrations."



Some modules within SAGE Connect are free of charge while others have a per-query fee. For distributors, each SAGE Total Access license includes 100 query credits per month. At the end of each month, the credit amount will be applied to the credits used.

The all-new SAGE Connect API is available now. For more information on integrating SAGE data into your website or other internal application, login to sagemember.com and choose SAGE Connect under Developer Tools in the left navigation.

For more information on SAGE Connect API, please visit <https://www.sageworld.com/connect-api.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 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 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.