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FOR IMMEDIATE RELEASE

SAGE SHOW RETURNS TO DALLAS AREA IN AUGUST 2015

SAGE announces the return of its popular tradeshow to the Dallas area in August 2015 along with a fresh, new format to maximize the overall event ROI for suppliers, distributors and clients.

Addison, TX (August 26, 2014) – SAGE, the leading provider of information, marketing, and business management solutions to the promotional products industry, announces today that the SAGE Show will be coming back to the Dallas area August 12 to 13, 2015. The show will be held at the beautiful Irving Convention Center, which is centrally located for easy accessibility from all parts of the DFW area. The show will replace the SAGE Show that was previously held in Fort Worth in the spring.

David Natinsky, SAGE's President, said "We're very excited to be bringing this show back to the Dallas area in August. We produced the MAPPS by SAGE show at this time for many years and we've definitely heard the suppliers, multi-line reps, and distributors who were craving the return of a similar show to help them prepare for the all-important fall selling season. We're really excited about the new venue, new dates, and some other new twists that you'll see at SAGE Show 2015."

The SAGE Show 2015 will kick-off with a brand new, multi-faceted full day event devoted to relationship-building, education, and networking. As part of the event, suppliers will have the opportunity to schedule meetings with key distributors in a one-on-one format, or present to pre-registered groups of distributor personnel in focused sales and education sessions. PPAI will also be hosting professional education sessions during the day. In addition, SAGE will host a conference for users of its popular research and business management services.

The second day will be a traditional tradeshow day for both distributors as well as hosted end-user clients, enabling distributors to invite their clients to join them on the show floor to create a one-on-one enhanced sales experience geared towards identifying and satisfying the needs of key advertisers. Natinsky continued, "SAGE Show remains the only show in the area that clients can attend. It gives distributors a unique opportunity to enhance their relationship and increase sales with key clients. And with hundreds of corporate clients in the immediate vicinity, Irving is the perfect, convenient venue for this type of event."

The SAGE Show will be in the same week as the Houston Promotional Products Association's popular Hot Stuff Show, with Houston's show kicking off the week on Tuesday and SAGE Show on Wednesday and Thursday. SAGE and HPPA will be working together to provide a caravan service between the two cities to make it as convenient as possible for suppliers to attend both shows to maximize their return on investment. Ted Dennison, MAS, Tradeshow Chair for HPPA, said "We're extremely happy to be working with SAGE to be able to bring back a fantastic opportunity for suppliers to hit the two largest Texas markets in the same week."

D'Anna Zimmer, Business Development Manager with Bag Makers, said "We are thrilled that SAGE is bringing their show back to August to join with the HPPA Hot Stuff Expo. This will provide the best opportunity to hit one of the top markets in the country in one week."

Deanna Becker, President of Peak Promotions and Vice President of Promotional Products Association of the Southwest (PPAS), said "As a distributor in the DFW area, having a quality tradeshow in August, especially one I can invite my clients to, is an invaluable tool going into the fall and holiday selling season."

SAGE expects the show to sell-out quickly and encourages exhibitors to sign-up as soon as possible to lock-in a space reservation. Space will be assigned on a first-come, first-served basis. Exhibitors who pay in full with their contract submission will receive a discounted rate before November 21, 2014. For more information on exhibiting at or attending SAGE Show 2015, please visit www.sageshow.com.

About SAGE Show

The SAGE Show is a promotional products tradeshow and conference held in the Dallas/Fort Worth area. The 2015 show will be held August 12-13 at the Irving Convention Center. The two-day event includes a brand new day-long forum focused on learning, relationship-building and networking, and a booth show featuring over 250 supplier lines. For

more information, visit www.sageshow.com. The tradeshow day welcomes qualified distributors as well as their invited clients for a unique, business-building experience.

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™ and SAGE Mobile™ 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.

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