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FOR IMMEDIATE RELEASE

UMAPP becomes a SAGE Affiliate™

Members of the Upper Midwest Association of Promotional Products now receive discounts on SAGE® products and services.

Addison, TX (November 20, 2014) The Upper Midwest Association of Promotional Professionals (UMAPP) and SAGE are pleased to announce that UMAPP has become a SAGE Affiliate. As a SAGE Affiliate, members of UMAPP are entitled to discounts on a variety of SAGE services, including:

- SAGE Online™, the industry's leading product research and business management tool for distributors.
- SAGE Mobile™, the first ever mobile research solution for promotional products, suppliers and tradeshow.
- SAGE WebExpress Pro™, a dynamic user-customizable website offering a turn-key, modern web presence.
- SAGE PromoSearch™, a complete product research module for distributor websites to provide end-user research and e-commerce capabilities.
- SAGE Company Store™, a fully-customizable turn-key company store module for distributors to provide modern online storefronts for their customers.

Current SAGE subscribers may contact SAGE to apply the UMAPP discount to their current subscriptions, effective as of the next renewal. UMAPP members who add SAGE services can obtain the discount by noting UMAPP membership on the application.

In addition to discounts on SAGE services, SAGE will also provide UMAPP members with a variety of services, including an association website and access to SAGE's marketing resources.

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"UMAPP's goal is to provide the best possible benefits to our members. The cost effectiveness of SAGE, and the industry-leading solutions they can offer to our members, made this partnership a valuable addition as UMAPP continues to help grow our members' businesses," said Sue Selseth, Executive Director of UMAPP.

"We are very excited to announce that we have partnered with UMAPP. We are looking forward to providing their members with great discounts on SAGE services as another valuable benefit of UMAPP membership," said Jarod Thorndike, Director of Strategic Relations at SAGE. "The SAGE Affiliate Program is just one way we can show our support for UMAPP and all of the industry's other regional associations. Please consider joining your regional association today, if you are not already a member!"

About UMAPP

The Upper Midwest Association of Promotional Professionals continually works to achieve the highest standards of professionalism and foster opportunity for growth in the promotional products industry. It offers a growing range of educational and business resources to help members prosper and establish leadership positions in today's competitive business environment. UMAPP is a non-profit trade association whose members are companies in the promotional products industry. Staff of member companies are entitled to all of the benefits of membership. UMAPP is a regional trade association representing approximately 600 firms engaged in the promotional products industry in Minnesota, North Dakota, South Dakota, Iowa and Western Wisconsin. For more information on UMAPP, please visit www.UMAPP.org.

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.