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FOR IMMEDIATE RELEASE

SAGE® and Geiger® Announce Partnership

Geiger Adds SAGE as Promotional Product Research and Business Management Solution

Addison, Texas (April 1, 2015) – SAGE and Geiger announced that Geiger, the largest privately held promotional products distributor in the world, has selected SAGE to provide promotional product research and other support for its account executives.

SAGE will offer Geiger account executives a special corporate package, as well as discounts on SAGE's other products and services. Furthermore, Geiger account executives will have a customized version of SAGE Online containing enhanced features such as preferred vendor notes and pricing specific to Geiger.

"We are very excited to provide Geiger with the industry-leading product research and business management tools. We look forward to a long relationship with such a well-known and respected company," said Jarod Thorndike, director of strategic relations at SAGE.

Gary Biron, vice president of marketing and vendor relations at Geiger, said, "We are thrilled to be working with SAGE to provide their impressive products and services as an additional resource to our account executives. We want our account executives to have options when it comes to the tools they use to run their businesses effectively, and I am confident SAGE will prove to be a great asset to our network."

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Geiger's launch of SAGE went into effect on April 1. SAGE is providing free webinars and other learning opportunities for Geiger account executives during the initial onboarding process. For more information on SAGE, please visit www.sageworld.com.

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, 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.

About Geiger

Geiger is one of the largest family-owned and most respected companies in the promotional products industry and the largest privately held promotional products distributor in the world. The company was founded in 1878 and has been influenced by each generation of Geigers, but the Geigers themselves are only part of the story. Some 500 talented associates work in the Lewiston and field offices supporting a sales force of more than 450 promotional consultants in nearly every state and more than 50,000 customers. To learn more, visit www.geiger.com.

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