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FOR IMMEDIATE RELEASE

Alliance Franchise Brands Names SAGE® as a Preferred Provider of Research and Marketing Tools

Addison, Texas (April 4, 2016) – Alliance Franchise Brands LLC, a world leader in the graphic arts and visual communications markets with nearly 600 locations in North America, has selected SAGE, a leading provider of business management solutions to the promotional products industry, as a preferred provider of research, marketing, and business management services to its franchise owners.

As part of the relationship, SAGE will provide Alliance Franchise Brands network franchise owners with a special corporate discount on all SAGE products and services. This includes a discount on the SAGE Total Access subscription, consisting of SAGE Online, the promotional product industry's most popular product research and business management tool, as well as SAGE Web, the browser-based platform to access SAGE tools from any device with web access, and SAGE Mobile, the mobile application for iOS and Android devices. In addition, this partnership will include a discount on many of the SAGE Website tools and services.

"We're extremely excited to provide the best industry tools to help support Alliance Franchise Brands network of franchise owners," said Jarod Thorndike, Director of Strategic Relations at SAGE. "We look forward to working with each location to help streamline the promotional products side of their business."

In addition, all Alliance Franchise Brands network franchise owners subscribing to SAGE Total Access via the Alliance Franchise Brands Package will receive a full membership to Promotional Products Association International (PPAI), the world's largest not-for-profit association for the



\$20 billion promotional products industry. This is part of the Power of Two program, in which SAGE and PPAI have entered into a strategic alliance to provide the industry with the combined benefits of a PPAI membership and SAGE products and services.

Tim Wood, Vice President of Technology at Alliance Franchise Brands, said, "We're committed to providing our franchise owners with the best technology and business management in the industry. This partnership with SAGE and PPAI will help our franchise members access powerful tools and provide the broadest range of promotional products and services to their customers."

SAGE will provide free webinars and other learning opportunities to help Alliance Franchise Brands network franchise members learn more about SAGE's product offerings. 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 Alliance Franchise Brands

Alliance Franchise Brands is one of the world's largest business-to-business franchises, serving the multi-billion dollar market for marketing, print, sign and graphic communication services. Approximately 600 franchise owners in North America and the United Kingdom provide businesses and organizations with a one-stop resource for technologically advanced and strategically sound solutions for their graphic communication needs. Its Marketing & Print Division includes the Allegra, American Speedy Printing, Insty-Prints, Speedy Printing and Zippy



Print brands. Its Sign & Graphics division includes the Signs Now, Signs By Tomorrow and Image360 brands. Its Corporate Operations Division includes Allegra locations in Plymouth, Clawson and Troy, Mich., and Windsor, Ont. Corporate-owned Image360 centers are located in Columbia and Middle River, Md.; Plymouth, Mich., and Windsor, Ont. For more information, visit www.alliancefranchisebrands.com.

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