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FOR IMMEDIATE RELEASE

Safeguard® Names SAGE® as a Preferred Provider of Research and Marketing Tools

Addison, Texas (August 1, 2016) – Safeguard, a leading print, promotional products and business services distribution company, 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 locations.

As part of the relationship, SAGE will provide Safeguard network locations with special corporate pricing on select SAGE products and services. This includes 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 preferred pricing on many of the SAGE Website tools and services.

"We're extremely excited to provide the best industry tools to help support Safeguard's network of locations," 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 Safeguard network locations subscribing to SAGE Total Access 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.



Kellye Santos, Vice President of Customer Service & Operations at Safeguard, said, "We're committed to providing our locations with the best technology and business management in the industry. This relationship with SAGE and PPAI will help give our locations access to the industry's most powerful tools and provide the broadest range of promotional products and services to our customers."

SAGE will provide free webinars and other learning opportunities to help Safeguard network locations 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, tradeshows, 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 Safeguard

For more than 60 years, Safeguard, through its network of dedicated distributors, has been providing the products, services and expertise needed by organizations and businesses to help them grow and succeed. Through innovation, dedication and a commitment to quality and integrity, Safeguard has transformed itself from a distributed check-printing business to a rapidly expanding diversified business solutions enterprise. Safeguard distributors enjoy a proven and efficient business model that provides them with the opportunity to achieve professional and personal success. For more information, visit www.gosafeguard.com.

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