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FOR IMMEDIATE RELEASE

REGIONAL PROMOTIONAL PRODUCTS ASSOCIATIONS JOIN REDESIGNED

SAGE AFFILIATE PROGRAM TO EXTEND SAGE BENEFITS TO MEMBERS

Addison, Texas (January 31, 2017) – SAGE is pleased to announced that major regional promotional products associations have joined the redesigned SAGE Affiliate Program, including the Houston Promotional Products Association (HPPA), the Promotional Products Association Southwest (PPAS), and the Gold Coast Promotional Products Association (GCPPA).

The SAGE Affiliate Program is a unique, customized program designed to give regional associations in the promotional products industry and their members special benefits from SAGE through access to business management products and services for members and the association.

Jarod Thorndike, Director of Strategic Relations at SAGE, said, "We are continually evaluating our affiliate program and searching for the best opportunities to support regional associations, which play such a vital role in our industry. We are pleased to find new ways to offer even more benefits and services to our affiliate associations and their members."

SAGE offers members a choice of Business Suite Packages, special product bundles providing product research solutions on all major platforms, online product searching for clients, a custom website, virtual showrooms, and SAGE Total Access subscriptions. The Total Access subscription consists of SAGE Online, the promotional product industry's most popular product research and business management solution; SAGE Web, the browser-based platform to access SAGE products



from any device with web access; and SAGE Mobile, the full-featured mobile application for iOS and Android devices.

Members can select a Business Suite Package of 2, 10, or 25 user licenses depending on the number of users they need. As SAGE Affiliates, members of HPPA, PPAS and GCPPA are eligible to receive special pricing on the Business Suite Packages as well as savings on their first SAGE Total Access subscription license.

Matt Storlien, Board President of HPPA, said, "HPPA is thrilled to be a member of the redesigned SAGE Affiliate Program. We are certain this partnership allows us to bring the best resources to our membership and helps to advance the promotional products industry throughout the region."

As part of the relationship, HPPA, PPAS, and GCPPA corporate offices will also utilize SAGE products and services to help manage the association.

David DeGreeff, Executive Director of PPAS, commented, "We are pleased to have this opportunity to express our commitment to our professional members in the industry by providing exclusive advantages and easy access to premium tools supporting their business success."

Jarod Thorndike continued, "We couldn't be more excited to partner with our regional associations and provide their members with access to leading-edge business management solutions for every aspect of their operations. SAGE is a huge supporter of regional associations and the SAGE Affiliate Program is one way we can show our support for the industry's regional associations. If you aren't already a member of your regional association, please consider joining today!"

Jean Kalinsky, President of GCPPA, noted, "Our association strives to be a community that understands the needs our members and works tirelessly to source and vet the best solutions. We're confident in the positive opportunities this relationship with SAGE will offer to each of our valued colleagues in the industry."

HPPA, PPAS, and GCPPA members who are SAGE subscribers may contact SAGE to learn more about custom offerings, effective as of the next renewal. New association members who add



SAGE services can be informed of their options by noting their specific association membership on their application.

To learn more about the SAGE Affiliate Program, visit go.sageworld.com/affiliate.

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 Web™, 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 buyer 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.