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FOR IMMEDIATE RELEASE

PAPPA, MiPPA, UMAPP, AND CASA REGIONAL ASSOCIATIONS JOIN REDESIGNED

SAGE AFFILIATE PROGRAM TO EXTEND SAGE BENEFITS TO MEMBERS

Addison, Texas (April 3, 2017) – SAGE is pleased to announce that major regional promotional products associations have joined the redesigned SAGE Affiliate Program, including the Philadelphia Area Promotional Products Association (PAPPA), the Michigan Promotional Professionals Association (MiPPA), the Upper Midwest Association of Promotional Professionals (UMAPP), and the Caribbean Advertising Specialties Association (CASA).

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.

“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,” said Jarod Thorndike, Director of Strategic Relations at SAGE. “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 PAPP, MiPPA, UMAPP, and CASA are eligible to receive special pricing on the Business Suite Packages as well as savings on their first SAGE Total Access subscription license.

Patti Ward, Executive Director of PAPP, remarked, "We are excited to have this relationship with SAGE and be able to provide our members with a range of premium business-building resources to support their success."

As part of the relationship, PAPP, MiPPA, UMAPP, and CASA corporate offices will also utilize SAGE products and services to help manage the association.

"Our vision is to serve the needs of our promotional marketing professions, so we are pleased to join the redesigned Affiliate Program and give our members premium tools they can use immediately to grow their business," said Paul Zafarana, CAS, President of MiPPA.

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 it."

"Today's promotional professionals are looking for smart, cutting-edge solutions to grow their business," noted Carter Sharp, President of UMAPP. "We believe the advanced products and services offered by the SAGE Affiliate Program will help our members achieve and surpass their growth expectations."

CASA President Silvia Gonzalez M., CAS, commented, "Our association has a commitment to serving our members in every aspect of their professional development, and we're confident that the business tools from SAGE will be the perfect fit to provide significant advantages in a competitive industry."



PAPPA, MiPPA, UMAPP, and CASA 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.