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FOR IMMEDIATE RELEASE

**OPPA, PPAF, AND TSPPA REGIONAL ASSOCIATIONS JOIN REDESIGNED
SAGE AFFILIATE PROGRAM TO EXTEND SAGE BENEFITS TO MEMBERS**

Addison, Texas (May 15, 2017) – SAGE is pleased to announce additional regional promotional products associations have joined the redesigned SAGE Affiliate Program, including the Ohio Promotional Professionals Association (OPPA), the Promotional Products Association of Florida (PPAF) and the Tri-State Promotional Professionals Association (TSPPA).

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 OPPA, and TSPPA are eligible to receive special pricing on the Business Suite Packages as well as savings on their first SAGE Total Access subscription license.

In addition, all members 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, which serves as a strategic alliance for SAGE and PPAI and provides the industry with the combined benefits of a PPAI membership and SAGE products and services.

LaDonna Belcher, Executive Director of OPPA said, "OPPA is excited to continue our partnership with SAGE and utilize the newly redesigned SAGE Affiliate Program to continue to bring the best resources to our membership and advance the promotional products industry throughout the region."

As part of the relationship, OPPA, PPAF, and TSPPA corporate offices will also utilize SAGE products and services to help manage the association.

PPAF President, Shelley Bednarski, commented, "Our mission is to serve promotional products professionals and provide them with networking opportunities and discounts on leading industry products. We are excited for this partnership with SAGE and are looking forward to uncovering relevant, bottom-line results for our members."

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."

"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." said Reagan Zugelter, Executive Director of TSPPA.



OPPA, PPAF, and TSPPA 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.