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**FOR IMMEDIATE RELEASE**

**SAGE® INTRODUCES THE NEW SAGE INSIDER PROGRAM**

**The new SAGE Insider Program offers SAGE subscribers a new opportunity to influence the vision and future of SAGE products and services.**

Addison, Texas (August 1, 2017) – SAGE, the leading provider of information, marketing and business management solutions to the promotional products industry, is pleased to announce the launch of the SAGE Insider Program. This new program will enable an exclusive group of SAGE subscribers to help shape the vision and future of SAGE products and services.

The SAGE Insider Program will give members the ability to:

- Contribute to the quality of SAGE products and services by directly communicating with the SAGE development team.
- Exchange ideas, share feedback, and learn about upcoming features through a new, member-only SAGE Insider Discussion Group.
- Receive exclusive access to meetings and receptions at various industry events, and get special recognition for maintaining the SAGE Insider Membership.
- Get the first, inside look into future ideas and development roadmaps for upcoming SAGE products and services.



There are no membership fees to join the program, but those interested in becoming a SAGE Insider must meet the following requirements:

- 1) SAGE Insiders must have been an active SAGE subscriber for at least one year before being admitted into the program.
- 2) SAGE Insiders will be expected to use our products and services frequently and provide routine feedback.

All SAGE Insiders start at the registered level; however, the SAGE development team will periodically invite a very select group of SAGE Insiders to become Elite Level Insiders. This ultra-exclusive group will be selected based on a variety of factors, including the customer's experience with SAGE services, and a proven record of providing valuable and productive feedback. All current SAGE beta group members will automatically join as Elite Insiders. The Elite Insider program replaces the previous SAGE beta group. In addition to the standard Insider program benefits, Elite members will also get additional access to confidential long-term plans and early access to new SAGE products and services before they are released to the public.

"Our goal has always been to provide world-class solutions to the professionals in our industry," said Eric Natinsky, SAGE CEO. "The new SAGE Insider Program will help us gain feedback on key features that enhance user experience, and allow us to ensure that each new product and service is designed with our customers in mind. With your insight, we will continue to bring innovative solutions that can shape the success of promotional products businesses."

Current SAGE subscribers who meet the eligibility requirements can join the SAGE Insider Program by logging into [SAGEmember.com](http://SAGEmember.com) and visiting the Support section. Distributors who are not already SAGE subscribers are encouraged to try SAGE Total Access for a complimentary 30-day subscription, and start paving the way to becoming a SAGE Insider.

For more information on the SAGE Insider Program, visit <http://www.sageworld.com/insider-program.php>

### **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, 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](http://www.sageworld.com) or call 800.925.7243.