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FOR IMMEDIATE RELEASE

PPAI AND SAGE® PROVIDING RELIEF TO MEMBERS AFFECTED BY HURRICANE

HARVEY

Addison, Texas (September 1, 2017) – In the wake of devastating flooding fueled by Hurricane Harvey, PPAI, the world's largest not-for-profit association for the promotional products industry and SAGE, the industry's leading technology provider, are granting payment extensions to impacted members in the Gulf Coast Region. Membership and services will continue without interruption during this time, allowing members to not worry about paying for their membership and services right now or risking losing the critical business and research tools that they are going to need to rebuild their businesses.

In addition to the payment relief, SAGE is offering complimentary email campaign services to any impacted member customers at no charge. Industry businesses affected by the disaster can use email campaigns to notify their customers with information on the current state of their business affairs and to keep customers updated as businesses hopefully eventually return to normal operations.

"Our thoughts and hearts are with everyone who has been affected by this damaging natural disaster," said Paul Bellantone, CAE, PPAI President and CEO. "Our primary concern is about the safety and well-being of our members. We do not want members to have to worry about how they are going to pay their bills during this time of hardship. They need to focus on rebuilding their business and getting back on their feet."



“This is just one small gesture to try to help out our colleagues on the Gulf Coast who are struggling with this immense natural disaster,” said David Natinsky, SAGE President. “It’s going to be a long road to recovery and we want to make sure that our customers have the tools they need to rebuild their businesses and keep their customers informed during this difficult time.”

Members in the affected region who need additional time to pay for membership and subscription services simply need to contact their SAGE account executive and request a payment deferral.

To receive complimentary SAGE Email Campaigns, please contact your SAGE account executive as well. Recognizing that many members may not have access to their computers, SAGE representatives can assist with loading customer lists and creating the email campaign to send out. SAGE can be reached at 800.925.7243 or sales@sageworld.com.

About PPAI

Founded in 1903, the Promotional Products Association International (PPAI; ppai.org) is the world’s largest and oldest not-for-profit association serving more than 14,500 corporate members of the \$21 billion promotional products industry which is comprised of more than 37,661 businesses and a workforce of more than 510,000 professionals. PPAI represents the industry in Washington, D.C., and advocates on its behalf. PPAI operates The PPAI Expo, the industry’s largest trade show; provides the leading promotional products safety and compliance program, a prestigious professional development and certification program; and publishes industry trade journals and periodicals. The multibillion-dollar industry includes wearables, writing instruments, calendars, drinkware and many other items, usually imprinted with a company’s name, logo or message. For more information, visit PPAI.org and find us on Twitter @PPAI_HQ, Facebook, Instagram, YouTube and Pinterest.

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; ppai.org), the industry's non-profit association. For more information, please visit www.sageworld.com or call 800.925.7243.