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PPPC, SAGE and PPAI Announce Strategic Relationship

SAGE Total Access subscription and PPAI membership — now both PPPC member benefits

Montreal, QC; Addison, TX; and Irving, TX (June 11, 2018) – Promotional Product Professionals of Canada (PPPC), the not-for-profit association for the Canadian promotional products industry, SAGE®, the industry's leading technology provider, and Promotional Products Association International (PPAI), the industry's largest not-for-profit association, announced today a strategic relationship to deliver one comprehensive membership solution to promotional products distributors and suppliers in the Canadian marketplace.

PPPC is the leading not-for-profit organization for the Canadian promotional products industry with the most comprehensive offering of networking and professional development. With PPPC's strategic relationship between SAGE and PPAI, their members will receive the industry's leading technology solutions, trade show opportunities, as well as education, networking opportunities, business savings benefits, and legislative initiatives.

"We've spent the last number of months listening to our members and hearing exactly what they were asking for," says Heidi Reimer-Epp, chair of the board of directors for PPPC. "From there, we formulated our three goals for this year: providing our members with proven technology solutions, enhancing the value of our membership, and hosting tradeshow that are worth attending."

Distributors can now receive membership support and powerful product research capabilities through the low price of PPPC membership, supported by three of the strongest organizations in the promotional products industry. Suppliers will receive the full benefits of a SAGE Advantage

Membership, which allows them to verify their products, update their product and business information, and advertise across all SAGE platforms and on distributors' websites.

"This is exactly the partnership we've been looking for to help our members grow their businesses and strengthen the promotional products industry in Canada," says Jonathan Strauss, president and CEO of PPC. "Our members are telling us they need a technology solution that works, and we're excited to have a proven partner with SAGE. We're also looking forward to continuing to learn from all the success of PPAI and working together to grow our programs and services."

As part of this relationship, all new and renewing PPC distributor members will receive a two-user subscription of SAGE Total Access, which includes SAGE Online, SAGE Web and SAGE Mobile, and provides distributors with a suite of product research, presentations, CRM, order management and virtual sampling solutions. In addition, distributor members will receive a PPAI membership, providing access to educational resources, networking opportunities, legislative initiatives, and various business saving benefits. Also, as part of this relationship, all new and renewing PPC supplier members will receive a SAGE Advantage Membership as part of their PPC membership. These new PPC member benefits will be issued each year upon payment of PPC membership dues.

In connection with the launch of this new relationship, PPC is also offering all current PPC distributor members who are not already SAGE Total Access subscribers access to SAGE Total Access plus PPAI membership until their next PPC renewal date. PPC supplier members who are not already SAGE Advantage Members will have access to SAGE member benefits until their next PPC renewal date as well. These complimentary subscriptions and memberships will be automatically activated by July 1, 2018. Each member will receive login instructions from SAGE via email when the member's service is active.

"SAGE has been the leader in bringing business management tools to the industry for over 26 years. PPC members have been longing for a technology solution that will work for them in Canada," says David Natinsky, president of SAGE. "Given our experience in the industry as well as our specific experience in the Canadian market, we're confident that we can provide the tools and services that PPC's members have been craving to help them succeed in the Canadian promotional products market."

In addition to many tailor-made features for the Canadian promotional products industry, SAGE has already implemented French language customer presentations in the recently released SAGE Online

14. A comprehensive development roadmap and implementation schedule, adding French language support to many of its services and client-facing materials is in progress with new features being added as soon as July 1, 2018 and continuing in to early 2019. These features will include a browser-based client for distributor research and business management as part of Total Access, client facing email campaigns and distributor and company store websites, to name a few.

Hosting the industry's largest database of over one million promotional products and over 4,300 suppliers, SAGE will launch an effort to integrate all PPPC supplier members' data not already a part of the SAGE database. With the support of a SAGE Advantage Membership, supplier members will have multiple options to upload their data and make the SAGE database an even more comprehensive solution for all its users.

"This is the future of how you're seeing not-for-profit organizations collaborating together and working with for-profit companies that bring best of breed products and services to the industry," says Paul Bellantone, CAE, president and CEO of PPAI. "I think this is really representative of how organizations are not only looking forward to what their members need today, but what they need going forward. We think that this is an opportunity for us to marshal our resources together, to grow, and protect the industry in ways we haven't been able to do before."

For more information on PPPC's member benefits and savings opportunities, call PPPC at 866-450-7722 or visit www.pppc.ca.

For questions regarding SAGE products and services, please call 800-925-7243 (SAGE) or visit www.sageworld.com/canada.

For more information on PPAI's member benefits and savings opportunities, call PPAI at 888-I-AM-PPAI (426-7724) or visit www.ppai.org/join.

About PPPC

Founded in 1956, Promotional Product Professionals of Canada (PPPC) is the national not-for-profit association of suppliers and distributors of promotional products for business gifts, rewards, incentives, premiums and specialty advertising products. Its mission is to lead, inspire and advance the \$1.8 billion industry through the strength of more than 6,000 companies involved in the industry and their 20,000 plus employees across Canada. For more information, please visit www.pppc.ca.

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 Mobile™, and SAGE Web™ 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 partner of the Promotional Products Association International (PPAI) and of Promotional Product Professionals of Canada (PPPC). For more information, please visit www.sageworld.com or call 800-925-7243.

About PPAI

Founded in 1903, the Promotional Products Association International is the world's largest and oldest not-for-profit association serving more than 15,000 corporate members of the \$23.3 billion promotional products industry which is comprised of more than 40,500 businesses and a workforce of more than 500,000 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 publications. 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.

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