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SAGE'S SUPPLIER DIRECT CONNECT REACHES OVER 70 SUPPLIER PARTICIPANTS

Through SAGE's Supplier Direct Connect, suppliers can sync their back-end systems with the SAGE database, giving all PPAI distributor members and SAGE users the real-time data they need to be efficient.

Addison, Texas (July 31, 2018) – SAGE, the leading provider of information, marketing and business management solutions to the promotional products industry, is pleased to announce that Supplier Direct Connect has reached over 70 supplier participants. Supported by the Promotional Products Association International (PPAI) through the Power of Two alliance, SAGE's Supplier Direct Connect helps improve business communication between suppliers and more than 15,500 PPAI distributor members. As the complete application programming interface (API) for industry professionals, the Supplier Direct Connect is the only industry integration that enables suppliers to exchange data in real-time with all PPAI distributor members through the SAGE network with a single integration.

Supplier benefits:

- Update product information and pricing in real-time 24/7/365.
- Show up-to-date inventory status by attribute such as size, color, by feature or by warehouse location.
- Provide distributors with instant order status information from order inception to completion, including carrier shipped and tracking numbers.
- Transfer orders placed through the SAGE network for electronic entry into back-end systems, eliminating the need for the supplier to rekey the order.
- Obtain a list of customers requesting order status information.
- Leverage the SAGE database to verify distributors contact information.

Distributor benefits:

- Distributors have instant access to real-time data from suppliers using Supplier Direct Connect via SAGE Online, SAGE Web, and SAGE Mobile.
- Streamlined communication between distributors and suppliers on the most frequently asked customer-service-related questions.
- Real-time data from suppliers will populate on distributors' SAGE website.
- Access up-to-date product inventory, pricing and data.
- Access order status instantly.
- and more...

"As PPAI Board Chair, it is great to see the industry embracing the importance of integration which is delivering great value to distributors and suppliers alike." said Dale Denham, MAS+, PPAI Board Chair. "SAGE Direct Connect allows suppliers to provide information to the thousands of SAGE users with a single integration."

Suppliers push information to the SAGE service using standard HTTPS POST commands and JSON-formatted packets. This modern, secure API framework allows suppliers to rapidly develop and deploy integrations with SAGE without worrying about hosting services, opening up firewalls, granting credentials, or other hassles. Once a supplier has the data out of their back-end system in a usable format, it's a quick process to update valuable information in real-time.

The aggregate data SAGE receives from all the supplier updates powers SAGE Online, SAGE Web and SAGE Mobile, which 45,000 distributor users access on a daily basis to research products and place orders. It also supplies end-user-safe information to over 8,000 distributor websites, allowing online visitors to browse through current product data.

Since its launch in 2013, SAGE's Supplier Direct Connect (formerly the Supplier Integration Toolkit) has proven to be a successful aid in helping suppliers provide up-to-date information to distributor users. At this moment, over 70 suppliers have already taken advantage of the benefits it has to offer or are currently in the process of integrating their back-end systems with SAGE.

"SAGE's Supplier Direct Connect is truly a solution that benefits the entire industry," said Scott Denny, Vice President of Sales at Garyline. "Not only are we able to push timely information to our distributor customers, but we also receive invaluable feedback from them on the performance of our business. With Supplier Direct Connect, SAGE has really opened the lines of communication for promotional products professionals."

Chris Manfredini, Mavich Branding Group CEO, said, "As a business owner, I depend on timely transactional information, like order status updates you would get from Amazon or other large online retailers. I'm extremely impressed with the level of insight we get with SAGE. From up-to-date product inventory information to real-time order updates, running our business has never been as efficient as it is now."

"We're proud to work with PPAI on yet another important service that can streamline the symbiotic relationship between industry suppliers and distributors," said David Natinsky, MAS, SAGE President. "Seeing how the positive impact of the Power of Two alliance has transformed the industry, we're inspired to continue delivering faster and more efficient ways for promotional products professionals to manage their businesses."

Bob McLean, CAE, PPAI Executive Vice President commented, "Our partnership with SAGE continuously brings significant benefits to our members and provides leading-edge business management solutions for supplier and distributors to excel in the industry and better serve their clients and customers. In today's competitive marketplace, real-time inventory, pricing, and data analysis tools are critical to our members' success and SAGE's Supplier Direct Connect provides that."

Supplier Direct Connect is available for all SAGE Advantage Members at no additional cost. For more information, or to get started, suppliers are encouraged to contact their SAGE account executive, visit go.sageworld.com/SITK, or contact SAGE 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 15,500 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 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, 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 or call 800.925.7243.