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FOR IMMEDIATE RELEASE

SPPA becomes a SAGE Affiliate™

Sunbelt Promotional Products Association (SPPA) members now receive discounts on SAGE® products and services.

Carrollton, TX (July 15, 2008) The Sunbelt Promotional Products Association (SPPA) and SAGE are pleased to announce that SPPA has become a SAGE Affiliate. As a SAGE Affiliate, members of SPPA are entitled to discounts on a variety of SAGE services, including:

- SAGE Online™, SAGE's industry-leading product research and presentation tool for distributors
- SAGE WebExpress Pro™, a dynamic, fully-customizable website system offering a turn-key, modern web presence for suppliers and distributors
- SAGE WebStore™, a complete product research module for distributor websites to provide end-user research capabilities and e-commerce
- SAGE Company Store, a fully-customizable turn-key company store module for distributors to provide dynamic, modern online storefronts to their customers
- SAGE ShowLink, the industry's only universal lead retrieval system that gives suppliers the opportunity to manage and control tradeshow leads

Current SAGE subscribers may apply the SPPA discount to their current

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subscriptions effective as of the next renewal by contacting SAGE. SPPA members who add SAGE services can obtain the discount by notating SPPA membership on the application.

In addition to discounts on SAGE services, SAGE will also provide SPPA members with a variety of services as part of the relationship, including an association website and access to SAGE's marketing resources. In addition, SPPA will travel with the popular SAGE Showcase™ traveling tradeshow for shows located within SPPA's geographic area.

David Natinsky, president of SAGE, said, "We are excited about the opportunity to add SPPA to our growing list of regional associations that are part of our SAGE Affiliate Program. More importantly, we're thrilled that SPPA's members will continue to realize the benefits of SPPA membership by now receiving discounts on SAGE services."

Javier Galloza, President of SPPA, said, "We're excited to be working with SAGE and to be able to offer our members another benefit from which they can truly benefit. We look forward to continuing our mutually-beneficial relationship with SAGE."

Natinsky continued, "We have always worked closely with the regional associations in our market and especially SPPA. We are glad that our two organizations will continue to grow and become stronger together."

Sunbelt Promotional Products Association (SPPA) is a member-driven organization delivering quality education, tradeshow, networking forums and friendship to promotional product professionals in the southeast primarily those located in Alabama, Mississippi, Louisiana and the Florida panhandle.

SAGE®, based in Carrollton, Texas, is the leading provider of information and marketing solutions to the promotional products industry providing product research tools, websites, e-commerce solutions, end user catalogs, artwork services, traveling tradeshow and tradeshow management services.

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