

Contact:
Bille Jo Walchek
Marketing Manager
SAGE - Quick Technologies Inc.
214.631.6000
Bille.walchek@sageworld.com

FOR IMMEDIATE RELEASE

PPAMS becomes a SAGE Affiliate™

Promotional Products Association of the Mid-South (PPAMS) members now receive discounts on SAGE® products and services.

Carrollton, TX (October 30, 2009) The Promotional Products Association of the Mid-South (PPAMS) and SAGE are pleased to announce that PPAMS has become a SAGE Affiliate. As a SAGE Affiliate, members of PPAMS 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 Mobile, the first ever mobile research solution for promotional products, suppliers and tradeshow.

Current SAGE subscribers may apply the PPAMS discount to their current

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

In addition to discounts on SAGE services, SAGE will also provide PPAMS members with a variety of services as part of the relationship, including an association website and access to SAGE's marketing resources. In addition, PPAMS will travel with the popular SAGE Seminar Series for educational sessions located within PPAMS's geographic area.

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

Mark Farrar, Executive Director of PPAMS, 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 PPAMS. We are glad that our two organizations will continue to grow and become stronger together."

The Promotional Products Association of the Mid-South (PPAMS) was formed in 1995 as a meeting ground for suppliers and distributors in the promotional products industry. This member-driven organization delivers quality education, tradeshow, networking forums and friendship to promotional product professionals in the mid-south primarily.

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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