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FOR IMMEDIATE RELEASE

OPPA becomes a SAGE Affiliate™

Ohio Promotional Professional Association members now receive discounts on SAGE® products and services.

Carrollton, TX (January 25, 2010) The Ohio Promotional Professionals Association (OPPA) and SAGE are pleased to announce that OPPA has become a SAGE Affiliate. As a SAGE Affiliate, members of OPPA 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 OPPA discount to their current

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

In addition to discounts on SAGE services, SAGE will also provide OPPA members with a variety of services as part of the relationship, including an association website and access to SAGE's marketing resources.

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

LaDonna Belcher, Executive Director of OPPA, 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 OPPA. We are glad that our two organizations will continue to grow and become stronger together."

OPPA (Ohio Promotional Professionals Association) is a non-profit trade association whose membership is comprised of suppliers and distributors of imprinted promotional and advertising products. Membership is primarily located in north eastern and central Ohio but also includes members from across the nation.

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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