



2508 Highlander Way Ste. 200
Carrollton, TX 75006

p 214.631.6000
f 214.631.2323

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

PPAI • PSDA
ARA • PPPC

FOR IMMEDIATE RELEASE

MiPPA becomes a SAGE Affiliate™

Michigan Promotional Professionals Association members now receive discounts on SAGE® products and services.

Carrollton, TX (February 8, 2010) The Michigan Promotional Professionals Association (MiPPA) and SAGE are pleased to announce that MiPPA has become a SAGE Affiliate. As a SAGE Affiliate, members of MiPPA 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 tradeshows.

Current SAGE subscribers may apply the MiPPA discount to their current

- more -



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

In addition to discounts on SAGE services, SAGE will also provide MiPPA 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 MiPPA to our growing list of regional associations that are part of our SAGE Affiliate Program. More importantly, we're thrilled that MiPPA's members will continue to realize the benefits of their MiPPA membership by now receiving discounts on SAGE services."

Donna Hall, CEO of MiPPA, 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 MiPPA. We are glad that our two organizations will continue to grow and become stronger together."

MiPPA (Michigan Promotional Professionals Association) is a professional organization of distributors and suppliers dedicated to supporting the promotional products industry. MiPPA's goals are to promote integrity and professionalism through quality education and training, to increase the awareness of the industry in the marketplace, and to provide a forum for personal growth.

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.

- end -