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FOR IMMEDIATE RELEASE

TSPPA becomes a SAGE Affiliate™

Tri-State Promotional Professionals Association members now receive discounts on SAGE® products and services.

Carrollton, TX (February 18, 2010) The Tri-State Promotional Professionals Association (TSPPA) and SAGE are pleased to announce that TSPPA has become a SAGE Affiliate. As a SAGE Affiliate, members of TSPPA are entitled to discounts on a variety of SAGE services, including:

- SAGE Online™, the industry's leading product research and presentation tool for distributors
- SAGE Mobile, the first ever mobile research solution for promotional products, suppliers and tradeshow.
- 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 for their customers

- more -



Current SAGE subscribers may contact SAGE to apply the TSPPA discount to their current subscriptions effective as of the next renewal. TSPPA members who add SAGE services can obtain the discount by noting TSPPA membership on the application.

In addition to discounts on SAGE services, SAGE will also provide TSPPA 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're thrilled to be working with TSPPA and we're looking forward to providing their members with great discounts on SAGE services as another valuable benefit of TSPPA membership."

Tom Elsbernd, Executive Director of TSPPA, said, "This is a really valuable benefit for our members and we're hoping that they will all take advantage of it. We're also excited about being able to leverage SAGE's marketing resources and other association benefits to help grow and strengthen the association."

Natinsky continued, "SAGE is a huge supporter of regional associations and the SAGE Affiliate Program is one way we can show our support for TSPPA and all of the industry's other regional associations. If you aren't already a member of your regional association, please consider joining today!"

TSPPA (Tri-State Promotional Professionals Association), based in Milford, Ohio, was established in 1979 to promote fellowship and education among those engaged in the business of advertising specialties in the Ohio, Kentucky and Indiana tri-state area, and to offer a central location for meetings.

SAGE[®], based in Carrollton, Texas, is the leading provider of information, business management, and marketing solutions to the promotional products industry. In part, SAGE provides product research tools, websites, e-commerce solutions, end user catalogs, artwork services, payment processing services, lead retrieval software, traveling tradeshow and tradeshow management services. For more information on SAGE, please visit www.sageworld.com or call 800.925.7243.

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