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**FOR IMMEDIATE RELEASE**

**PPAF becomes a SAGE Affiliate™**

**Promotional Products Association of Florida members now receive discounts on SAGE® products and services.**

Carrollton, TX (March 3, 2010) The Promotional Products Association of Florida (PPAF) and SAGE are pleased to announce that PPAF has become a SAGE Affiliate. As a SAGE Affiliate, members of PPAF 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

Current SAGE subscribers may contact SAGE to apply the PPAF discount to their current subscriptions effective as of the next renewal. PPAF members who add

- more -



SAGE services can obtain the discount by noting PPAF membership on the application.

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

Deb Spears, Executive Director of PPAF, 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 PPAF and all of the industry's other regional associations. If you aren't already a member of your regional association, please consider joining today!"

PPAF (Promotional Products Association of Florida), based in Tampa, Florida, was founded in 1972 and has become one of the fastest growing regional associations in the country and is considered the industry's THIRD largest regional association. Supported by over 250 distributors, suppliers, supplier representatives and marketing member firms, PPAF has been designated a "model" association by PPAI. PPAF serves distributor member firms throughout the Southeast and Florida, and supplier members nationally.

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](http://www.sageworld.com) or call 800.925.7243.

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