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**FOR IMMEDIATE RELEASE**

**HPPA becomes a SAGE Affiliate™**

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

Carrollton, TX (March 3, 2010) The Houston Promotional Products Association (HPPA) and SAGE are pleased to announce that HPPA has become a SAGE Affiliate. As a SAGE Affiliate, members of HPPA 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 HPPA discount to their current subscriptions effective as of the next renewal. HPPA members who add SAGE services can obtain the discount by noting HPPA membership on the application.

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

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

HPPA (Houston Promotional Products Association), based in Houston, Texas, is about networking, information, education, involvement and fun. HPPA offers members an opportunity to socialize and interact with peers, information on the changing industry, continuing education and industry involvement.

SAGE<sup>®</sup>, 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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