



FOR IMMEDIATE RELEASE

Contact:

SAGE: Bille Walchek, Marketing Manager

T: 214.631.6000

bille.walchek@sageworld.com

PPAI: Keith Vincent, Marketing & PR Director

T: 972.258.3040

keithv@ppai.org

PPAI & SAGE Join Forces to Promote The PPAI Expo™ 2011

The Largest Tradeshow for Promotional Products Gears Up for
Another Successful Year at the Mandalay Bay, Las Vegas, January 10-14, 2011

Irving, TX and Carrollton, TX (November 1, 2010) – Two leaders in the promotional products industry -- PPAI and SAGE® -- have joined together in a marketing agreement to promote The PPAI Expo™ 2011, the largest and longest-running tradeshow for promotional products professionals. Under this agreement, PPAI will offer special incentives to SAGE subscribers who attend The PPAI Expo, January 10 - 14, at the Mandalay Bay Convention Center in Las Vegas. In return, SAGE will actively promote its support of The PPAI Expo and its presence as an Expo exhibitor to its subscribers.

“We’re extremely pleased to be working with PPAI to promote this tremendous show,” said David Natinsky, president of SAGE. “The PPAI Expo has a long-standing reputation for being the place in our industry for establishing relationships with new customers and growing existing relationships with current customers. Plus, with opportunities for extended education and exposure to the latest product trends, we encourage our subscribers to take advantage of this great opportunity. We hope that many will join us at The PPAI Expo in January.”

- more -

Steve Slagle, CAE, president of PPAI, said, "This agreement with SAGE affords PPAI an excellent opportunity to introduce thousands of SAGE subscribers to PPAI's member benefits through The PPAI Expo and to bring many new distributor clients to the exhibiting suppliers. SAGE has a long-standing reputation for being the innovative technology leader in the promotional products industry. We take a similar approach with The PPAI Expo and work hard to provide Expo attendees with new information and innovative concepts at the show each year. The support of SAGE as a marketing partner and as an exhibitor enhances the energy that we work hard to deliver on the show floor."

For more information on special PPAI Expo benefits exclusive to SAGE subscribers, go to <http://www.goto.sageworld.com/EXPO2011> or call 800.925.7243.

About SAGE

SAGE, based in Carrollton, Texas, is the leading provider of information, marketing and business management solutions to the promotional products industry. In addition to SAGE's flagship SAGE Online™ research service, SAGE also provides the industry with other research tools, website and email services, e-commerce solutions, end user catalogs, artwork services, tradeshows, tradeshow management services, and lead retrieval software. For more information, please visit www.sageworld.com or call 800.925.7243.

About PPAI

PPAI—the promotional products industry's only international not-for-profit trade association—offers education, tradeshows, business products and services, mentoring, technology and legislative support to its more than 8,000 global members. Promotional products are a multi-billion dollar industry and include wearables, writing instruments, calendars, drinkware and many other items, usually imprinted with a company's name, logo or message. PPAI created and maintains the UPIC (Universal Promotional Identification Code), the industry's only free identification system and universal company database. For information regarding Promotional Products Association International (PPAI) or to learn more about the proven power of promotional products (including research and case studies), visit the PPAI website at www.ppai.org or contact PPAI at 888.426.7724.

About the PPAI Expo

The PPAI Expo, is the promotional products industry's largest and longest running tradeshow dedicated to bringing distributors and suppliers together. New products, outstanding education, effective networking and creative business-building ideas are all experienced every January in Las Vegas, NV. For more information, please visit www.theppaiexpo.com or call 888.426.7724.

####