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PPAI and SAGE Announce Strategic Alliance

SAGE Online-the leading product search tool in the promotional products industry—
now a PPAI member benefit

Irving, TX and Carrollton, TX (January 4, 2011)—Promotional Products Association International, the not-for-profit association for the promotional products industry, and SAGE[®], the industry's leading technology provider, announced today a strategic alliance to deliver one comprehensive membership solution to promotional products distributors. Under this agreement, new and existing PPAI distributor members will receive credit for an annual subscription to SAGE Online as a new PPAI member benefit.

PPAI leads the promotional products industry with the most comprehensive offering of networking, education, legislative and business savings benefits, while SAGE provides the most popular product research service with more than 4,300 suppliers and 850,000 promotional products in the industry's largest database. Distributors can now receive membership support and powerful product research capabilities through only the low price of PPAI membership, supported by two of the strongest organizations in the promotional products industry.

"Our members have been asking for a robust product research service, and we listened," says Steve Slagle, CAE, president of PPAI. "SAGE has the industry's leading product research service that will provide members with direct access to full product and supplier research and much more, and we are honored to have them as our exclusive technology partner."

As part of this alliance, all new and renewing PPAI distributor members will receive a \$495 credit that can be used to purchase SAGE Online or other SAGE services, such as additional user licenses, websites, e-commerce technology, company stores, artwork services, end-user catalogs and much more. The credit will be issued each year upon payment of PPAI annual distributor membership dues.

To show its strong support of this alliance, PPAI is also offering all current PPAI members who are not already SAGE Online subscribers immediate access to SAGE Online until their next PPAI renewal date. These complimentary subscriptions will be automatically activated just after The PPAI Expo, January 10-14, 2011. Each member will receive login instructions from SAGE via email when the member's service is active.

Additionally, PPAI members who are already SAGE Online subscribers will receive a credit prorated to their PPAI renewal date, which can also be applied to SAGE Online and other SAGE services. These members will also receive an email from SAGE notifying them of this credit just after The PPAI Expo.

"PPAI continues to prove itself as the leading voice in this industry," says David Natinsky, president of SAGE. "By providing our subscribers with direct access to PPAI member benefits like legislative action tools, professional development and thousands of dollars in business savings, we are giving them the opportunity to develop as industry leaders."

For current SAGE subscribers, a new membership in PPAI provides one stop for networking, professional development and legislative action on a local, state and national level, backed by an organization that has been dedicated to promotional products professionals for more than 100 years. Plus, PPAI distributor members save an average of \$3,000 through business-savings opportunities.

"I'm already a huge fan of SAGE Online because of the detailed search options and links to supplier websites and catalog pages that are built into this product research tool. I can run a more efficient product search, tailor a presentation and be client-ready in minutes," says PPAI member Eric Ekstrand, MAS, senior vice president for The Mort C. McClennan Co. (UPIC: MCMCC). "For the distributor community, this is also great news because access to SAGE Online, plus the current savings we already receive from our PPAI membership means we will more than cover our cost in dues, making it a profitable opportunity for us."

For more information on PPAI's more than 40 member benefits and savings opportunities, including access to SAGE Online, please call PPAI at 888-I-Am-PPAI (426-7724) or go to www.ppai.org/poweroftwo. For questions regarding the credit for SAGE Online or SAGE services, please call 800-925-7243 (SAGE).

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, payment processing services, end user catalogs, artwork services, tradeshow, 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, tradeshow, 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.

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