

Contact:
Bille Jo Walchek
Director of Marketing
SAGE
Bille.walchek@sageworld.com

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FOR IMMEDIATE RELEASE

CPPA becomes a SAGE Affiliate™

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

Carrollton, TX (January 6, 2011) The Chesapeake Promotional Products Association (CPPA) and SAGE are pleased to announce that CPPA has become a SAGE Affiliate. As a SAGE Affiliate, members of CPPA 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 CPPA discount to their current subscriptions effective as of the next renewal. CPPA members who add SAGE services can obtain the discount by noting CPPA membership on the application.

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

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

Chesapeake Promotional Products Association (CPPA) represents and serves more than 200 promotional marketing consultants and promotional product manufacturing firms from our region as well as across the U.S. and Canada. We strive to be a source of information, education and shared learning for our members. We are dedicated to supporting the increased professionalism and expertise of industry professionals, while providing an environment that allows our members to exchange knowledge and ideas, allowing them to grow and prosper. For more information on CPPA, please visit www.cppa.biz or call 410.562.0609.

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.