

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

PPAI ■ PSDA

ARA ■ PPPC

## FOR IMMEDIATE RELEASE

### **SAAC becomes a SAGE Affiliate™**

**Specialty Advertising Association of California members now receive discounts on SAGE® products and services.**

Carrollton, TX (February 11, 2011) The Specialty Advertising Association of California (SAAC) and SAGE are pleased to announce that SAAC has become a SAGE Affiliate. As a SAGE Affiliate, members of SAAC 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 SAAC discount to their current subscriptions effective as of the next renewal. SAAC members who add SAGE services can obtain the discount by noting SAAC membership on the application.

- more -



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

Brian P. Padian, President of SAAC, 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 SAAC and all of the industry's other regional associations. If you aren't already a member of your regional association, please consider joining today!"

Specialty Advertising Association of California (SAAC) is a regional organization made up of more than 600 firms engaged in specialty advertising in California and throughout the United States. As an association SAAC is dedicated to increasing the professionalism of members engaged in specialty advertising sales. Included in their membership are companies representing all facets of the specialty advertising industry, including suppliers, distributors, multi-line reps and sales personnel. For more information on SAAC, please visit [www.saac.net](http://www.saac.net) or call 805.484.7393.

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.

- end -