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FOR IMMEDIATE RELEASE

TRASA becomes a SAGE Affiliate™

Three Rivers Advertising Specialty Association members now receive discounts on SAGE® products and services.

Carrollton, TX (May 3, 2011) The Three Rivers Advertising Specialty Association (TRASA) and SAGE are pleased to announce that TRASA has become a SAGE Affiliate. As a SAGE Affiliate, members of TRASA are entitled to discounts on a variety of SAGE services, including:

- SAGE Online™, the industry's leading product research and business management tool for distributors.
- SAGE Mobile, the first ever mobile research solution for promotional products, suppliers and tradeshow.
- SAGE WebExpress Pro™, a dynamic user-customizable website offering a turn-key, modern web presence.
- 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 modern online storefronts for their customers.

Current SAGE subscribers may contact SAGE to apply the TRASA discount to their current subscriptions effective as of the next renewal. TRASA members who add SAGE services can obtain the discount by noting TRASA membership on the application.

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

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

Three Rivers Advertising Specialty Association (TRASA) is a promotional products association located in Pittsburgh serving the surrounding tri-state area (western Pennsylvania, Ohio and West Virginia) for promotional marketing professionals. TRASA membership is made up of 300+ distributors, suppliers and multi-line representatives. The association was formed in 1991. TRASA always encourages growth and support within their membership. For more information about TRASA, contact Patti Ward, Executive Director, at 724-779-3803 or email patti@trasa.net

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.

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