

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

PPAI ■ PSDA

ARA ■ PPPC

FOR IMMEDIATE RELEASE

AzPPA becomes a SAGE Affiliate™

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

Carrollton, TX (June 1, 2011) The Arizona Promotional Products Association (AzPPA) and SAGE are pleased to announce that AzPPA has become a SAGE Affiliate. As a SAGE Affiliate, members of AzPPA 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 AzPPA discount to their current subscriptions effective as of the next renewal. AzPPA members who add SAGE services can obtain the discount by noting AzPPA membership on the application.

- more -



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

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

The Arizona Promotional Products Association (AzPPA) is an organization made up of more than 200 firms engaged in promotional products in Arizona and throughout the United States. As an association, it is dedicated to increasing the professionalism of members engaged in promotional products sales. Included in our membership are companies representing all facets of the promotional products industry, including suppliers, distributors, multi-line representatives and sales personnel. For more information about AzPPA, call 916-722-8168 or email info@azppa.org.

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.

- end -