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FOR IMMEDIATE RELEASE

NEPPA becomes a SAGE Affiliate™

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

Carrollton, TX (July 25, 2011) The New England Promotional Products Association (NEPPA) and SAGE are pleased to announce that NEPPA has become a SAGE Affiliate. As a SAGE Affiliate, members of NEPPA 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 tradeshows.
- 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 NEPPA discount to their current subscriptions effective as of the next renewal. NEPPA members who add SAGE services can obtain the discount by noting NEPPA membership on the application.

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In addition to discounts on SAGE services, SAGE will also provide NEPPA 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 very excited to have partnered with NEPPA and we are looking forward to providing their members with great discounts on SAGE services as another valuable benefit of NEPPA membership."

Wanda Levy, President of NEPPA, said, "This partnership is a very valuable addition to our members and we're hoping that all of our members will all take advantage of it. We're also excited about using 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 NEPPA 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 New England Promotional Products Association (NEPPA) is an organization dedicated to enriching and professionally representing the New England promotional products industry through education, information, support and volunteerism. For more information about NEPPA, call 603-529-8400 or visit www.neppa.com.

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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