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## **FOR IMMEDIATE RELEASE**

### **MAPPA becomes a SAGE Affiliate™**

#### **Mid-Atlantic Promotional Products Association members now receive discounts on SAGE® products and services.**

Carrollton, TX (July 26, 2011) The Mid-Atlantic Promotional Products Association (MAPPA) and SAGE are pleased to announce that MAPPA has become a SAGE Affiliate. As a SAGE Affiliate, members of MAPPA 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 MAPPA discount to their current subscriptions effective as of the next renewal. MAPPA members who add SAGE services can obtain the discount by noting MAPPA membership on the application.

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

Larry Arntz, Board President of MAPPA, said, "MAPPA is thrilled to be the newest member of the SAGE Affiliate Program. We are certain this partnership will allow us to bring more resources to our membership and help to advance the promotional products industry throughout Virginia."

Natinsky continued, "SAGE is a huge supporter of regional associations and the SAGE Affiliate Program is one way we can show our support for MAPPA 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 Mid-Atlantic Promotional Products Association (MAPPA) is an organization that through trade shows, social events and education, works to foster the relationships of Suppliers and Distributors to continue to grow the business in these areas. MAPPA also works to include our end-users in this process by offering end-user tradeshows. We want to help you build your business by offering Exclusive Tradeshows, Networking Opportunities, Industry Connections and Professional Development. For more information about MAPPA, call (757) 491-3114 or visit [www.WhyMappa.org](http://www.WhyMappa.org) today.

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 tradeshows and tradeshow management services. For more information on SAGE, please visit [www.sageworld.com](http://www.sageworld.com) or call 800.925.7243.

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