

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

FOR IMMEDIATE RELEASE

NWPMA becomes a SAGE Affiliate™

Northwest Promotional Marketing Association members now receive discounts on SAGE® products and services.

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



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

Stacy Garrett, President of NWPMA, said, "We are so excited to be able to offer our members another fantastic benefit. It is a win-win for everyone involved."

Natinsky continued, "SAGE is a huge supporter of regional associations and the SAGE Affiliate Program is one way we can show our support for NWPMA 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 Northwest Promotional Marketing Association (NWPMA) is an organization that aims to create productive networking opportunities to enhance our members' professionalism and success through Professional Development, Tradeshows and Social Events. For more information about NWPMA, call 815.366.7972 or visit www.nwpma.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 or call 800.925.7243.

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