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FOR IMMEDIATE RELEASE

PPAW becomes a SAGE Affiliate™

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

Addison, TX (April 16, 2012) The Promotional Products Association of Wisconsin (PPAW) and SAGE are pleased to announce that PPAW has become a SAGE Affiliate. As a SAGE Affiliate, members of PPAW 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 PPAW discount to their current subscriptions effective as of the next renewal. PPAW members who add SAGE services can obtain the discount by noting PPAW membership on the application.

In addition to discounts on SAGE services, SAGE will also provide PPAW members with a variety of services as part of the relationship, including an association website and access to SAGE's marketing resources.

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David Natinsky, president of SAGE, said, "We're very excited to have partnered with PPAW and we are looking forward to providing their members with great discounts on SAGE services as another valuable benefit of PPAW membership."

"We are constantly striving for the best possible benefits for our association and its members. The cost effectiveness of SAGE, and their dedication to providing cost effective programs to the industry as a whole, will surely be a stepping stone in creating profitable business for PPAW members," said Frank Popp, Executive Director of PPAW.

Natinsky continued, "The SAGE Affiliate Program is just one way we can show our support for PPAW and all of the industry's other regional associations. Please consider joining your regional association today, if you are not already a member!"

About PPAW

The Promotional Products Association of Wisconsin is a professional organization in the Promotional Products-Advertising Specialties industry that provides their members with regionally focused professional development and social opportunities. Founded in 1988, PPAW encourages professional synergism and social camaraderie among our distributor and supplier members. Their efforts are devoted to promoting activities that strengthen and empower members by offering a range of business and educational opportunities. For more information on PPAW visit www.ppaw.org.

About SAGE

SAGE[®], based in Addison, 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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