



Contact:
Bille Jo Walchek
Director of Marketing
SAGE
214.631.6000 x4539
bille.walchek@sageworld.com

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FOR IMMEDIATE RELEASE

SAGE® Data to integrate with iPROMOTEu's Order Management System

Addison, TX (July 19, 2012) – SAGE and iPROMOTEu announce that they have entered into a relationship that involves the integration of SAGE data to populate iPROMOTEu's back end Order Management system Xebra, a product of industry service provider Xetex. Xetex and SAGE have built an interface that will allow iPROMOTEu Affiliates who are SAGE subscribers to have easy access to SAGE's product and supplier data directly from Xebra, making order processing faster and easier.

"We're extremely pleased that iPROMOTEu has selected SAGE as a data provider. In today's market, increasing efficiencies is not just a desire, it's a requirement. For a distributor, having integrated industry product data is a huge asset from an efficiency standpoint. We look forward to a long relationship with such a dynamic, growing company," said Jarod Thorndike, Distributor & Strategic Accounts Sales Manager of SAGE.

Mark Harmsworth, COO of iPROMOTEu, said, "We're very excited to be working with SAGE and to be able to provide our Affiliates with accurate and reliable data to assist them in growing their sales. We feel that this combination of the back-office integration and the forward facing SAGE Online will significantly increase Affiliate efficiencies."

iPROMOTEu Affiliates will have a number of options to search for products using SAGE Online and then automatically populating Xebra with that data, thus eliminating the need to re-key information. This will save time and ensure consistent, reliable information.



"We are committed to making our Order Management system an open platform and the relationship with SAGE will help us deliver a faster, more streamlined way to conduct business," Harmsworth continued. "We look forward to being able to better serve our customers through these added benefits."

About SAGE

SAGE, based in Addison, Texas, is the leading provider of information, marketing and business management solutions to the promotional products industry. In addition to SAGE's flagship SAGE Online™ and SAGE Mobile™ research and business management services, SAGE also provides the industry with other research services, order management, website and email services, e-commerce solutions, end user catalogs, artwork services, payment processing, tradeshow, tradeshow management services, and lead retrieval software. SAGE is also the exclusive technology provider for the Promotional Products Association International (PPAI), the industry's non-profit association. For more information, please visit www.sageworld.com or call 800.925.7243.

About iPROMOTEu

iPROMOTEu is one of the largest and fastest growing distributor support organizations in the industry. More than 850 experienced independent promotional products distributors and their sales reps are affiliated with iPROMOTEu. iPROMOTEu offers back-office support, order financing, sales and marketing support and preferred supplier pricing to its Affiliates. iPROMOTEu affiliates own and operate their distributorship, and they do so using their own company name and identity. For more information visit www.ipromoteu.com.