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FOR IMMEDIATE RELEASE

SageNet and Cummings Resources Partner to Offer State-of-the-Art Digital Signage Data and Content Delivery System to Retailers

TULSA, Okla. – Oct. 4, 2020 — SageNet, a Tulsa-based managed network services and cybersecurity solutions provider, has partnered with Cummings Resources to offer state-of-the-art digital signage data and content delivery to major retailers.

Cummings Resources, a Nashville-based signage provider specializing in design and manufacturing of exterior and interior signage, serves a variety of major national clients in the retail, hospitality, food service, petroleum and automotive industries. The company is an industry leader in print signage and is partnering with SageNet to continue expanding its digital signage solutions portfolio.

Through this reseller partnership agreement, Cummings will deliver digital signage solutions to major retailers via SageNet's *SageVIEW*[™] solution, a turnkey digital signage ecosystem designed to enhance the digital experience for both the consumer and network operator.

"Given the great advances in digital signage as a tool to connect with customers, we wanted to partner with a company like SageNet that can help us not only deploy but manage a retailer's entire digital presence," said Cummings Executive Vice President Dan Belling. "Our core function at Cummings is to work with retailers to present their brand while protecting their brand image and community value. The research clearly shows that digital engagement accomplishes that, increasing sales for promoted items in excess of 25 percent."

According to SageNet CEO Daryl Woodard, the unique partnership brings together Cummings' extensive reach and 75 years of print signage experience with SageNet's decades of leadership in managed services and digital signage monitoring, maintenance and support.

"It's the perfect collaboration between two companies who work with the nation's top brands and understand how important it is for companies to continue evolving in how they engage with their customers," said Woodard. "So much is changing in today's marketplace, from connectivity to consumer purchasing habits. With our *SageVIEW* platform, we bring to bear a full suite of services that delivers the most advanced signage technology and gives retailers the information they need to make critical, timely and proactive decisions."

Jim Calhoun, President and CEO of Cummings, agreed, “The alignment with SageNet is a natural progression and extension of the services our clients demand. Working with a Digital Experience provider allows us to offer the type of solutions that lead to sustained growth and ROI. Whether it’s digital menu boards at a local QSR or in-store digital screens that help guide a client to a promotional item, digital in-store communications have become a cornerstone to the shopping experience.”

In addition to the *SageVIEW* digital experience platform, SageNet has more than 30 years of experience providing a broad range of managed network services to large enterprises, from primary and back-up networks, wireless solutions, merchant connectivity and PCI compliance to customized networking technology solutions – all optimized to meet the needs of multi-site operations.

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About SageNet

SageNet is passionate about trusted connections. The company believes that by creating, discovering and nurturing trusted connections with its customers, associates and community, SageNet enhances the world that connects us all.

As a leader in managed network and cybersecurity services, SageNet connects, manages and protects technologies and devices across the enterprise. SageNet’s collaborative approach provides peace of mind and systems-confidence that empowers an organization to focus on its core mission.

The company offers world-class service and support via its three US-based 24/7 Network Operations Centers (NOCs) and Security Operations Centers (SOCs), geographically diverse teleports, a central National Logistics Center, multiple data centers, and a nationwide field service organization.

With a three-decade track record in managed services, SageNet boasts a long-term customer base that includes the nation’s largest retail, healthcare, financial, utilities and energy organizations. SageNet manages communications at more than 220,000 locations. Headquartered in Tulsa, SageNet has regional offices in Washington, D.C., Atlanta, Chicago and Philadelphia.

About Cummings Resources

Cummings Resources provides signage, project management and due diligence services that allow large companies to project their image and communicate with their clients. These products and services help retailers with regional and national footprints to enhance their public facing image and protect the brand value they have created.

Founded in 1946, the company is owned by Prophet Equity based in Dallas, TX. Cummings will be celebrating its 75th anniversary in 2021. Proud of its heritage and the expertise that comes with its robust history, Cummings holds firm to a start-up mentality, demonstrated by its adoption of technology and communication tools.

For further details or to explore how Cummings can help you with your needs, please visit www.cummingsigns.com