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BLUEGRASS' AFFILIATE COMPANY, BLUE 2, RECEIVES WBE CERTIFICATION.

(Charlotte, NC) – September 25, 2007 – Bluegrass Promotional Marketing, announced that its affiliate company, Blue 2, LLC has been approved for certification as a Women's Business Enterprise (WBE) by the National Women Business Owners Corporation. WBE certification is a comprehensive process which assures only qualified companies are approved.

"We're excited for our associates at Blue 2 who have pushed and been able to gain certification well ahead of our January 2008 goal," said Fred Parker, CEO of Bluegrass Promotional Marketing. "This is a significant event for both Blue 2 and Bluegrass clients alike."

"Our goal was to have our certification by 2008," said Jane Beth McCarty, President of Blue 2. "Now we can accelerate our plans for incorporating WBE certification into our marketing tools."

Blue 2 is a full-service promotional marketing firm specializing in custom products and brand marketing, with extensive experience in financial and cause marketing. The primary benefit of Blue 2's WBE certification is that it will make it easier for customers to meet their diversity purchasing goals.

"Our goal is to provide customers with a one-stop source for all promotional marketing services – from promotional items, to e-stores, to outreach programs," added McCarty. "Now we can add the ability to capture Tier One direct spends to that service offering as well."

Bluegrass CEO Fred Parker adds that diversity spend has become more prominent in the industry. "Blue 2's WBE certification will enhance our value proposition and will continue to add value for our clients," says Parker.

About Bluegrass Promotional Marketing

Founded in 1995, Bluegrass is a full-service promotional marketing firm specializing in custom products and brand marketing. In 2003, the eight-year-old company expanded into several new markets, which added new clients, doubled their staff and tripled their revenue. Bluegrass has won four Golden Pyramid Awards from the Promotional Products Association International (PPAI) and was also honored by the Advertising Specialty Institute (ASI) with the 2004 Best Client Promotion Award. In 2004, Bluegrass was recognized as one of the industries "Top 10" fastest growing distributors. The Charlotte Business Journal also recognized Bluegrass as one of the fastest growing companies in the region in 1998, 2001, and 2003.

The expanded Charlotte, NC-based company now has offices in Denver, Seattle and Houston with market coverage in Chicago, Louisville, Nashville, New York, Raleigh, and St. Louis. Warehouse facilities are strategically located across the United States with additional warehouse facilities in Canada and the United Kingdom.

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