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BLUEGRASS PROMOTIONAL MARKETING NAMED TO *COUNSELOR'S* "50 BEST PLACES TO WORK"

(Charlotte, NC) – *Counselor Magazine*, the Advertising Specialty Institute's monthly publication, has named Bluegrass Promotional Marketing among its list of the "Top 50 Best Places to Work" for 2008. This is the first year the magazine has published such a list.

"We're very excited to be named to the list. It's very gratifying," said Fred Parker, CEO of Bluegrass Promotional Marketing. "It validates everything we have done to build a culture where our employees can do their best work, and enjoy themselves while they do it.

To develop the list, *Counselor* partnered with Quantum Market Research, which administers Best Places to Work programs in 40 major markets in the U.S., to conduct the survey and process the data. The process included surveying employees from suppliers and distributors (with 15 employees or more) in the advertising specialty industry and asking them to rate their company in 10 key areas. These included Team Effectiveness, Trust with Co-workers, Individual Contribution, Feeling Valued, and Benefits.

Counselor Editor, Andy Cohen, found the reporting on why companies were rated so highly to be both informative and entertaining. "We came away with stories of great benefits plans, communication strategies that keep everyone involved, corporate outings for fun and for business, free lunch Mondays, bring-your-pet-to-work day, hiring strategies bordering on obsessive-compulsive, and stock ownership plans that Warren Buffet would envy," he said.

Counselor Magazine has been the voice of the promotional products industry since 1954. Currently it has readership of 27,500.

"That's the other part of the equation that makes it so special," added Parker. "In addition to having our employees rank us high, the list is backed by a one of the most respected voices in the industry in *Counselor Magazine*."

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 five 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, San Jose 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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