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BLUEGRASS PROMOTIONAL MARKETING ADDS GROUP OF EXPERIENCED ACCOUNT EXECUTIVES

(Charlotte, NC) December 31, 2009 – Bluegrass Promotional Marketing announced that industry veterans Michele Braddock, Don Duncan, Pat Linton and John Lowe have joined the Charlotte-based company as account executives. Michelle and Don have both worked in the promotional marketing industry for over a decade, Pat brings 14 years of experience in promotional products and John has 19 years of industry experience.

“We have aggressively developed our recruiting strategies to identify and attract talented people like this group of professionals,” said Fred Parker, Chief Executive Officer of Bluegrass Promotional Marketing. “We’re thrilled to have them join our team and further strengthen our continued commitment to growth.”

About Bluegrass Promotional Marketing

Founded in 1995, Bluegrass is a full-service promotional marketing firm specializing in custom products and brand marketing. Bluegrass has won five Golden Pyramid Awards from the Promotional Products Association International (PPAI) and has also been honored by the Advertising Specialty Institute (ASI) with Best Client Promotion Awards. Bluegrass has twice been recognized as one of the industries “Top 10” fastest growing distributors. The *Charlotte Business Journal* has recognized Bluegrass on three occasions as one of the fastest growing companies in the region, and in 2009, named Bluegrass to its list of the “Best Places to Work” in the Charlotte area. In 2008 and 2009, ASI’s Counselor magazine named Bluegrass as one of the “Top 50 Best Places to Work” in the promotional products industry.

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

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