



Contact: Fred Parker, CEO
Phone: 704-529-0999
Fred.parker@bluegrassltd.com

Bluegrass Promotional Marketing Appointed as Part of Distributor Advocacy Group with Quality Certification Alliance

(Charlotte, NC) November 29, 2010 – Bluegrass Promotional Marketing, a full-service promotional marketing firm specializing in custom products and brand marketing, has been appointed to be a member of a Distributor Advocacy group with Quality Certification Alliance. With this appointment, Bluegrass joins an exclusive, nationwide group of distributors that help protect brands and reputations by promoting compliance with the highest product standards in the market.

“We are honored to accept this prestigious nomination by the Quality Certification Alliance,” said Fred Parker, CEO of Bluegrass Promotional Marketing. “Bluegrass is committed to building a culture of providing a responsible environment for safe and compliant products.

The Quality Certification Alliance (QCA) is an independent, non-governmental, not-for-profit accrediting organization for industry suppliers whose mission is to provide the supplier base for the promotion products industry with a common set of third party standards. The QCA strives to consistently provide safe, high quality, socially compliant and environmentally conscious merchandise, while remaining transparent to distributors, their clients and ultimately the end user. Validation from an independent, third-party is required to achieve the QCA's highest level of accreditation.

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 six 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. For three consecutive years (2008, 2009, 2010) ASI's *Counselor* magazine named Bluegrass as one of the “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, Grand Rapids, Louisville, New York, Raleigh, San Jose and St. Louis. Warehouse facilities are strategically located across the United States with additional warehouse facilities in Asia and the United Kingdom.

#