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BLUEGRASS AFFILIATE COMPANY, BLUE 2, AWARDED PROMOTIONAL CONTRACT FOR BRIGHT HORIZONS

(Charlotte, NC) MAY 12, 2008 – Bluegrass Promotional Marketing announced its affiliate company Blue 2, LLC, has been awarded a contract to provide promotional support for Bright Horizons, the world's leading provider of employer-sponsored child care, early education and work/life solutions.

"Blue 2 offered exactly what we were looking for," said Chris Primiano, Manager of Supply Management of the Watertown, Massachusetts-based company. "Not only do they provide a broad array of promotional services, they are also WBE certified."

In September of 2007, Blue 2 was approved for certification as a Women's Business Enterprise (WBE) by the National Women Business Owners Corporation, allowing clients to capture Tier One direct spends for clients looking to meet specific diversity spending goals.

"The Bright Horizons' announcement is exactly the type of scenario we envisioned for Blue 2," said Fred Parker, CEO of Bluegrass Promotional Marketing. "As corporate responsibility continues to gain momentum, diversity spending will also continue to gain prominence. We're happy to be able to add the ability to capture Tier One spends to our full-service offering – especially when we can use it to serve a company the caliber of Bright Horizons."

Blue 2 will develop a complete promotional program for Bright Horizons including a web store and custom branded merchandise, and is excited about the new opportunity.

"We could not be happier that a company the caliber of Bright Horizons has selected us," stated Jane Beth McCarty, President of Blue 2. "We feel like our corporate philosophies line up perfectly for a long and successful relationship. Bright Horizons is a thought-leader in creating employer-sponsored child care and early education programs. We find ourselves in a similar space in promotional marketing – always looking for new ideas, new challenges, and new opportunities."

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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