



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

## **CHICAGO PNEUMATIC SELECTS BLUEGRASS PROMOTIONAL MARKETING AS GLOBAL WEB STORE PARTNER**

(Charlotte, NC) AUGUST 15, 2007 – Bluegrass Promotional Marketing announced it was selected by Chicago Pneumatic to develop, design, and maintain an online company store for the global leader in the manufacturing of industrial and assembly power tools and systems.

In addition to its traditional web store and merchandise capabilities, Bluegrass will be offering Chicago Pneumatic a print-on-demand feature that will allow CP's sales force to access the updated materials anywhere in the world, anytime of day. This feature will give the sales force the option to download materials in their customer's native language.

"We are thrilled that Chicago Pneumatic has put their trust in us to build its online company store," said Fred Parker, Bluegrass' CEO. "Chicago Pneumatic and Bluegrass Promotional Marketing are both dedicated to meeting their customers' needs and providing them premium quality with their products and services."

"This is another tremendous opportunity for us to help a customer expand their branding and promotional activities," said Parker. "The addition of the print-on-demand component takes Bluegrass to the next level of sales support for our clients."

The development and creation of the web store will also maximize and leverage CP's existing sponsorship of the National Hot Rod Association. As one of CP's sponsor benefits, they merchandise at select NHRA events.

### **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, Raleigh, St. Louis and Winston-Salem. Warehouse facilities are strategically located across the United States with additional warehouse facilities in Canada and the United Kingdom.