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BLUEGRASS PROMOTIONAL MARKETING MIXES WITH CLARIANT

Charlotte, N.C. (August 1, 2005) – Bluegrass Promotional Marketing announced today that it has reached agreement with Clariant, a global leader in the specialty chemical fields, to serve as a single-source supplier for Clariant’s promotional product needs.

Bluegrass’ mill and manufacturing relationships allow it to offer its clients an extensive line of custom-branded merchandise with unmatched quality. Through time-tested standardized processes and stringent quality control measures, Bluegrass is able to meet the demands for exemplary service and a premium merchandising program.

Bluegrass’ creativity, responsiveness and professionalism convinced Clariant that Bluegrass was the correct company to select as its promotional marketing partner.

Clariant is represented on five continents with over 100 group companies. Clariant’s innovative products play a key role in its customers’ manufacturing and treatment processes. The company’s success is based on the know-how of its people and their ability to identify new customer needs at an early stage and to work together with customers to develop innovative, efficient solutions.

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 their company into several new markets which added new clients, doubled their staff and tripled their revenue. Bluegrass has won four consecutive 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 Raleigh, Winston-Salem, Nashville, Pittsburgh, Chicago, St. Louis and San Francisco. Warehouse facilities are strategically located across the United States with additional warehouse facilities in Canada and the United Kingdom.