



BLUEGRASS PROMOTIONAL MARKETING SCOOPS UP AGREEMENT WITH DANNON

CHARLOTTE, NC (April 15, 2005)– Bluegrass Promotional Marketing is proud to announce it has reached agreement with The Dannon Company, Inc., to serve as primary supplier and manager of the organization's company store.

The top-selling brand of yogurt worldwide, Dannon prides itself on consistently delivering high-quality, wholesome products and responding to consumer needs. This passion is shared with its new promotional partner, Bluegrass Promotional Marketing.

Through this agreement, Bluegrass will be responsible for establishing and maintaining a web-based company store for Dannon. With more than 95,000 employees worldwide, Dannon needed a marketing partner that could provide comprehensive service as well as first-class merchandise and apparel. Bluegrass' industry experience and outstanding relationships with manufacturers allows it to provide clients unsurpassed quality with unprecedented customer service.

Bluegrass's standardized processes, streamlined fulfillment and quality control measures convinced Dannon to enter into this marketing relationship.

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 several coveted PPAI Golden Pyramid Awards in the past four years and was also honored by ASI with the 2004 Best Client Promotion Award while also recognized as one of the industries "Top 10" distributors and one of the fastest growing. Bluegrass has three times been named by the Charlotte Business Journal as one of the Charlotte region's 50 fastest growing companies.

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 Jose. Warehouse facilities are strategically located across the United States with additional warehouse facilities in Canada and the United Kingdom.

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