



Bluegrass Promotional Marketing Makes the Grade with EDMC

CHARLOTTE, NC (October 1, 2004)– Bluegrass Promotional Marketing announced this afternoon that it has reached agreement with Pittsburgh-based Education Management Corporation (EDMC) to serve as the sole supplier and manager of EDMC's on-line company store. Through the EDMC Company Store, students, faculty, alumni and supporters will be able to purchase apparel and merchandise highlighting the 67 EDMC campuses throughout the United States and Canada. Along with a full line of clothing, shoppers can select from supplies such as notebooks, mouse pads, pens, pencils and much more.

Bluegrass' success with implementing successful marketing campaigns over a number of industries convinced EDMC that Bluegrass was "most likely to succeed" in handling their promotional marketing and electronic campus store efforts.

Bluegrass' mill and manufacturing relationships allow it to offer 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 fulfillment demands for exemplary service and a premium merchandising program.

Education Management Corporation is among the largest providers of private post-secondary education in North America, based on student enrollment and revenue. Student enrollment exceeded 66,000 as of fall 2004. EDMC has 67 primary campus locations in 24 states and two Canadian provinces. EDMC education institutions offer a broad range of academic programs concentrated in the media arts, design, fashion, culinary arts, behavioral sciences, health sciences, education, information technology, legal studies and business fields, culminating in the award of associate's through doctoral degrees. EDMC has provided career-oriented education for over 40 years.

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.