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## **EDWARDS LIFESCIENCES NAMES BLUEGRASS PROMOTIONAL MARKETING TO MANAGE ONLINE COMPANY STORE**

(Charlotte, NC) June 1, 2008 – Bluegrass Promotional Marketing announced that it has been hired by Edwards Lifesciences to manage their online company store and to be Edwards' preferred provider of promotional products. Edwards Lifesciences is a global leader in products and technologies to treat advanced cardiovascular disease, the global leader in acute hemodynamic monitoring and the number-one heart valve company in the world.

Bluegrass has developed promotional marketing programs for Genentech, one of the world's leading biotech companies; Gilead, a research-based biopharmaceutical company; and Victory Pharma.

"We were confident going into our meeting with Edwards because of our experience in various science industries," said Dave Claunch, EVP Sales of Bluegrass Promotional Marketing. "We're very happy we were able to leverage that experience to gain their confidence and honored to add such a prestigious global company to our roster."

Headquartered in Irvine, California, Edwards has more than 5,600 employees worldwide, selling medical technologies in nearly 100 countries with sales of \$1.091 billion in 2007. Edwards also has regional headquarters in Europe and Japan. Bluegrass will utilize its expertise in technology and its resources in global distribution to support Edwards' promotional marketing needs worldwide.

### **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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