



Bluegrass Promotional Marketing Stakes Claim to First Franklin Business

CHARLOTTE, NC (August 1, 2004)– Bluegrass Promotional Marketing and First Franklin Financial Corporation have reached agreement for the Charlotte-based, full-service promotional marketing firm to become the primary supplier of merchandise and apparel.

Through this agreement, Bluegrass will be responsible for maintaining First Franklin's web-based company store while developing cutting-edge promotional marketing and apparel items. Bluegrass's industry experience and outstanding relationships with manufacturers allows it to provide clients unsurpassed quality with unprecedented service.

Bluegrass's standardized processes, streamlined fulfillment and quality control measures convinced First Franklin to enter into this marketing relationship. Through this relationship, First Franklin will be able to offer its customers and employees a greater variety of inventory and expand its current selection of apparel and promotional items.

A leading nationwide mortgage lender, First Franklin is an operating subsidiary of National City Bank of Indiana, a subsidiary of National City Corporation. First Franklin employs approximately 2,000 mortgage professionals and is headquartered in San Jose, Calif. The company originated more than \$20 billion in non-prime mortgages in 2003.

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.