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BLUEGRASS PROMOTIONAL MARKETING SELECTED AS GENENTECH “PREFERRED VENDOR”

Charlotte, N.C. (July 15, 2005) – Bluegrass Promotional Marketing is proud to announce that Genentech, a Biotechnology Research Company, has chosen Bluegrass to be a preferred promotional products vendor.

Bluegrass went through a formal selection process and was selected because of its industry experience and outstanding established relationships. To serve Genentech better, Bluegrass is adding representation in San Francisco, California, the home of Genentech’s corporate headquarters.

Genentech, one of the world's leading biotech companies, has multiple protein-based products for serious or life-threatening medical conditions. With its strength in all areas of the drug development process — from research and development to manufacturing and commercialization — Genentech continues to transform the possibilities of biotechnology into improved realities for patients.

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.