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## **BLUEGRASS PROMOTIONAL MARKETING RECEIVES PPAI GOLDEN PYRAMID AWARD FOR NINTENDO PROGRAM**

(Charlotte, NC) JANUARY 21, 2008 – Bluegrass Promotional Marketing announced that a keychain made to look like an exact replica of a Nintendo Wii Lighted Remote has received a Golden Pyramid Award from the Promotional Products Association International (PPAI). These awards are presented annually to the distributors who demonstrate excellence in effective use of promotional products in business and institutional marketing.

The road to the award began when Nintendo challenged Bluegrass to create a unique and functional promotional item that would spark long-term interest in Wii. They also wanted the item to be appropriate for a variety of promotions. The keychain idea was a result of extensive research and consumer understanding.

“Our research indicated that the most unique aspect of the Wii system was the remote,” said Fred Parker, CEO of Bluegrass Promotional Marketing. “Gamers really geeked out on the technology that allowed them to play games like tennis or golf using the same physical motions they would use if they had a racket or club in their hand. So creating a replica seemed like a natural choice.”

Bluegrass’ attention to detail – right down to including a blue light similar to the remote’s LED that had become a hot topic on Nintendo blog sites – made a huge difference.

“Authenticity is huge among this audience,” continued Parker. “The promotional item had to look like the real thing, and it had to convey the quality of the Nintendo brand. The success of the promotion shows that we delivered on both fronts.”

The keychain promotion took on a life of its own, exceeding Nintendo’s expectations. It continues to be one of the hottest premiums among Nintendo’s marketing elements, used in a variety of promotions such as an incentive for purchasing Nintendo Power Magazine.

The Golden Pyramid Award – Bluegrass’ fifth – is considered to be PPAI’s most prestigious award.

### **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, 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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