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BLUEGRASS PROMOTIONAL MARKETING NAMED CONTRACTED PREFERRED PROVIDER FOR ALL HEARST DIVISIONS

(Charlotte, NC) June 1, 2008– Bluegrass Promotional Marketing announced that it has expanded its relationship with Hearst Corporation, now providing a promotional marketing program that encompasses all Hearst internal divisions. Bluegrass has been working with Hearst since 2004, but the new contract will mean significantly more business for Bluegrass since their previous contract included the media company's newspaper division only.

“We’re ecstatic about this announcement from Hearst,” said Fred Parker, CEO of Bluegrass Promotional Marketing. “Whenever a company decides to expand their business with you, it makes a strong statement about your people and your capabilities – and when it happens with a company the caliber of Hearst, it just means that much more.”

Hearst Corporation is one of the nation’s largest diversified media companies, with holdings including 15 daily and 31 weekly newspapers, nearly 200 magazines worldwide, 29 television stations and ownership in 4 leading cable networks. The Bluegrass program for Hearst will include a variety of promotional marketing activities, from branded wearables for Hearst staff, to sales support programs across all Hearst media entities, and Hearst employee recognition programs.

“We’ve been so focused on the newspaper side of things, it will be fun to expand our thinking to the other Hearst divisions,” added Parker. “My team can’t wait to get started.”

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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