



Contact: Fred Parker, CEO
Phone: 704-529-0999
Fred.parker@bluegrassltd.com

BLUEGRASS PROMOTIONAL MARKETING MERGES WITH HIGH PROFILE ADVERTISING

(Charlotte, NC) NOVEMBER 1, 2007 – Bluegrass Promotional Marketing announced it has merged with High Profile, a 16-year old firm headquartered in Houston, Texas and specializing in promotional products. The merger, which is effective November 1, is projected to increase revenues by 15% in 2008 for the new company that will continue to do business under the name Bluegrass Promotional Marketing. Both firms saw strengths in the other that made the merger attractive.

“They have a real passion for customer service and delivering additional value to their clients,” said Fred Parker, Bluegrass CEO. “It should be a natural fit,” he added.

It was Bluegrass’ overall infrastructure and e-commerce prowess that attracted High Profile.

“We know that Bluegrass has developed more than 25 e-stores for a variety of significant companies,” related Debra Foszcz, President of High Profile. That kind of technology firepower will position us nicely – especially as Web 2.0 evolves.”

Details of the management structure of the merged company have not been provided, but Foszcz will remain on staff in a management position. Both Parker and Foszcz say that the organization of the new company will have little effect on day-to-day operation.

“There’s nothing broken on either side,” said Parker. “And High Profile customers can look forward to receiving the same high level of customer service they have always enjoyed.”

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 four 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.

#