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BLUEGRASS CEO NAMED TO *COUNSELOR* "2009 HOT LIST"

(Charlotte, NC) Aug 10, 2009 – *Counselor* magazine, the voice of the promotional products industry, has named Bluegrass Promotional Marketing's CEO, Fred Parker, to its "2009 Hot List." The list features forty people in the industry who are, according to the magazine, "shaking up the market with new and innovative approaches."

In addition to naming the honorees, the Hot List also attributes titles to each of them. Parker was named "The Tech Titan" for his use of technology to a competitive advantage. The list cited Parker's implementation of a technology system for Bluegrass' sales staff that provides direct mail and presentation templates in order to make sales efforts more effective and efficient. The system was a key element in recent sales growth. The list also cited Bluegrass' expansion of their presence in online social media as further evidence of Parker's technological prowess.

"I am honored to be listed along side such a distinguished group of industry leaders," Parker said upon being notified. "It is a testament to the strength of our organization and the resources we have assembled to help us succeed. I am the one listed, but the entire Bluegrass staff is really being honored."

This is the second honor *Counselor* has bestowed upon Bluegrass this year. In July, the firm was named on *Counselor's* "2009 Best Places to Work" list.

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 Atlanta, Chicago, Louisville, 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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