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BLUEGRASS PROMOTIONAL MARKETING ADDS VETERAN ACCOUNT EXECUTIVE

(Charlotte, NC) July 14, 2010 – Bluegrass Promotional Marketing announced that industry veteran Joel Koch has joined the Charlotte-based company as an account executive. Joel brings extensive experience in the promotional products and sports marketing industries to Bluegrass.

“We have aggressively developed our recruiting strategies to identify and attract talented people like Joel,” said Fred Parker, Chief Executive Officer of Bluegrass Promotional Marketing. “We’re thrilled to have him join our team and further strengthen our continued commitment to growth.”

Koch is based in Rockford, Michigan.

About Bluegrass Promotional Marketing

Founded in 1995, Bluegrass is a full-service promotional marketing firm specializing in custom products and brand marketing. Bluegrass has won six Golden Pyramid Awards from the Promotional Products Association International (PPAI) and has also been honored by the Advertising Specialty Institute (ASI) with Best Client Promotion Awards. Bluegrass has twice been recognized as one of the industries “Top 10” fastest growing distributors. The *Charlotte Business Journal* has recognized Bluegrass on three occasions as one of the fastest growing companies in the region, and in 2009, named Bluegrass to its list of the “Best Places to Work” in the Charlotte area. In 2008 and 2009, ASI’s Counselor magazine named Bluegrass as one of the “Top 50 Best Places to Work” in the promotional products industry.

The expanded Charlotte, NC-based company now has offices in Denver, Seattle and Houston with market coverage in Atlanta, Chicago, Columbus, Grand Rapids, Louisville, New York, Raleigh, San Jose and St. Louis. Warehouse facilities are strategically located across the United States with additional warehouse facilities in Asia and the United Kingdom.

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