



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

BLUEGRASS PROMOTIONAL MARKETING STEPS FORWARD TO ASSIST THOSE AFFECTED BY HURRICANE KATRINA

Charlotte, N.C. (October 7, 2005) – Bluegrass Promotional Marketing has stepped forward to assist those most affected by the devastation of Hurricane Katrina. The employees of Bluegrass, rising to the challenge, donated \$2,450.00 to this worthwhile cause, and the parent company promptly donated \$1,500.00 to increase the gift to \$3,950.00.

In addition, the Advertising Specialty Institute matched the contribution of Bluegrass dollar for dollar, and the American Red Cross was presented with a check for \$7,900.00. This donation will undoubtedly aid our fellow citizens who face the unimaginable task of rebuilding their lives following this tragedy.

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 consecutive 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 Raleigh, Winston-Salem, Nashville, Pittsburgh, Chicago, St. Louis and San Francisco. Warehouse facilities are strategically located across the United States with additional warehouse facilities in Canada and the United Kingdom.