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### **Bluegrass Appoints New Leadership**

CHARLOTTE, N.C. – Bluegrass Promotional Marketing Chief Executive Officer Fred Parker announced today the appointments of Dave Claunch and Steve Howe to new positions within the Charlotte-based company. Claunch advances to Vice President of Program Development while Howe assumes the duties of Regional Vice President. The duo joined Bluegrass following its acquisition of their former employer, BrandVia, Inc.

“In addition to the invaluable combination of skills, dedication and talent that Dave and Steve bring to Bluegrass, they are each the kind of visionary leader that inspires leadership in others throughout our company and that is what will truly take us to the next level,” said Parker. “I have always credited our sophisticated and highly seasoned management team with our ability to excel in areas of technology, processes and high-touch service.”

These were the qualities that led Bluegrass to recruit and win Claunch and Howe to lead the steady and deliberate growth that would take Bluegrass to the next level.

As VP of Program Development, Claunch will oversee sales and operations at the Auburn, Wash. Bluegrass facility. An industry veteran of 15 years, Claunch has held positions in sales, sales management, regional vice president and business development. He also brings comprehensive experience with all aspects of the development and management of corporate fulfillment programs, having successfully launched and managed programs for Washington Mutual, Weyerhaeuser, Boeing and Microsoft.

Howe is a 12-year industry veteran who will oversee operations at the Houston Bluegrass facility. He has successfully managed the launch and development of more than 25 Fortune 500 company promotional programs. These include a Global program for BP supporting a brand introduction and the development of a global distribution solution and sourcing programs for DuPont addressing cost savings initiatives and performance metrics.

#### **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 the coveted Golden Pyramid Awards from PPAI for the past three years and has three times been named by the Charlotte Business Journal as one of the Charlotte region's 50 fastest growing companies.

The expanded Charlotte, NC-based company has offices in Denver, Seattle and Houston with market coverage in Raleigh, Winston-Salem, Louisville, Chicago and Saint Louis. Warehouse facilities are strategically located across the United States with additional warehouse facilities in Canada and the United Kingdom.