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BLUEGRASS PROMOTIONAL MARKETING NAMED PROMOTIONAL MARKETING AGENCY FOR CAROLINA PANTHERS

Charlotte, NC – Bluegrass Promotional Marketing, headquartered in Charlotte, announced that it has been named the preferred promotional marketing agency for the Carolina Panthers for the 2006 season.

“Bluegrass and their team did a great job of showing us how they would create value for our fans and our sponsors,” said Kyle Caddell, director of sponsor sales and services for the Panthers. “Ultimately, that’s why we signed with them.”

Bluegrass and the Panthers have worked on a project-to-project basis since 2002. The more formal relationship is a positive move for the eleven-year-old promotions company.

“Obviously, being associated with a company and a brand the caliber of the Panthers makes us quite proud,” stated Fred Parker, Bluegrass’ CEO. “There are a number of companies out there that they could have selected. We appreciate their desire to work with a local firm – to support the community – and their confidence in us.”

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

The one-year deal calls for Bluegrass to handle several game-day promotions for the 2006 season.

“We hope this season’s efforts will build toward our goal of creating a comprehensive package of game-day promotions that will result in a long-term relationship with the Panthers,” said Parker.

About Bluegrass Promotional Marketing

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