



Bluegrass Promotional Marketing Earns Fourth Consecutive PPAI Golden Pyramid

CHARLOTTE, NC (December 15, 2004) – For the fourth consecutive year, Bluegrass Promotional Marketing is pleased to announce it has received the Golden Pyramid Award by the Promotional Products Association International (PPAI). A Golden Pyramid represents the promotional marketing industry's most prestigious honor.

The Award is presented annually to the distributor demonstrating excellence in the effective use of promotional products in business and institutional marketing. Bluegrass received the Golden Pyramid for their work driving inaugural season ticket sales for the National Basketball Association's expansion team, the Charlotte Bobcats.

To create buzz and provide prospective season ticket holders with premium promotional items, the Charlotte Bobcats turned to Bluegrass to put some teeth into a direct mail campaign. Targeting 7,500 potential season ticket buyers comprised of Charlotte's top to middle level professionals, Bluegrass developed a two-touch campaign to not only hype the return of the NBA, but also the construction of a new arena in Uptown Charlotte.

Themed "Get In On The Ground Floor", the first phase of the campaign featured an 11" x 6.75" piece of wood replicating the Bobcats' home court on one side. The opposite side featured copy and information to promote season ticket sales and the new Charlotte Arena. A second promotional product, a mini-DVD with a virtual tour and further information on perks resulting from early ticket commitments, completed the campaign.

Due to Bluegrass' efforts, the Bobcats realized a 6:1 return on investment and kick started ticket sales entering their inaugural season in the NBA.

"This is another ringing endorsement of the creativity and effectiveness of our sales team and staff," said Fred Parker, Bluegrass CEO. "It is their day-to-day commitment to our customers that makes Bluegrass what it is today."

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 their company into several new markets which added new clients, doubled their staff and tripled their revenue. Bluegrass has won several coveted PPAI Golden Pyramid Awards in the past four years and was also honored by ASI with the 2004 Best Client Promotion Award while also recognized as one of the industries "Top 10" distributors and one of the fastest growing. Bluegrass 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 now has offices in Denver, Seattle and Houston with market coverage in Raleigh, Winston-Salem, Nashville, Pittsburgh, Chicago, St. Louis and San Jose. Warehouse facilities are strategically located across the United States with additional warehouse facilities in Canada and the United Kingdom.