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BLUEGRASS PROMOTIONAL MARKETING CREATES AND FILLS NEW DIRECTOR OF RECRUITING POSITION

(Charlotte, NC) – Bluegrass Promotional Marketing announced that Billy Booe – a 26-year veteran of the promotional marketing industry – has joined the firm as Director of Recruiting. The position is the first of its kind for Bluegrass.

“We have focused primarily on building our infrastructure, enhancing our technology, redefining our production support as well as enhancing our communication systems in the last couple of years,” said Fred Parker, Bluegrass CEO. “We are now committed to grow by identifying talent in the market. Making Bluegrass an attractive opportunity for them is going to be a top priority for us in coming years. That’s why we decided to create the position.”

Booe was previously employed by HALO (formerly Goldman Promotions), a leading promotional products distributor based in Sterling, Illinois. It is said that he “grew up in the business” having joined the family business, The Wentworth Company, as a sales rep in 1982. Wentworth was a promotional products distributor based in Charlotte, North Carolina. In 1986 Booe was promoted to Sales Manager at Wentworth, to Vice President of Sales in 1989, and served as President and CEO from 1991 through 2004.

“We felt like Billy’s background was ideal for this position,” Parker added. “He has seen the business from all sides and has been in it long enough to understand where it is headed in an astute way. We’re honored and excited that he has agreed to join us.”

The feeling is very much mutual. Booe sees Bluegrass as having the best distribution model and support structure available to sales people in the industry. He feels his experience and Bluegrass’ commitment to growth are a good marriage.

“Bluegrass has done things the right way. They have invested in technology, developed a superior support process, and combined visionary leadership with a life-improving culture to become a thought-leader in the industry,” said Booe. “I could not be happier to be here in this new position.”

In addition to his role as Director of Recruiting, Booe will also continue to serve a number of clients in a sales capacity.

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 five 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 also recognized as one of the industry’s “Top 10” fastest growing distributors. The *Charlotte Business Journal* recognized Bluegrass as one of the fastest growing companies in the region in 1998, 2001, and 2003. In 2008, Bluegrass was

recognized by ASI as one of the "Top 50 Best Places to Work" in the promotional products industry.

The Charlotte, NC-based company has offices in Denver, Houston and Seattle with market coverage in Chicago, Nashville, New York, Raleigh, and San Jose. Warehouse facilities are strategically located across the United States with additional warehouse facilities in Canada and the United Kingdom.

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