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BLUEGRASS PROMOTIONAL MARKETING ADDS VETERAN SALES REPRESENTATIVES

(Charlotte, NC) July 31, 2009 – Bluegrass Promotional Marketing announced that industry veterans Jamie Briggs and Bob Paisley have joined the Charlotte-based company as sales representatives. Briggs has worked in the promotional marketing industry for seventeen years. Paisley brings over fifteen years of experience in print, digital color and promotional products.

“We have aggressively developed our recruiting strategies to identify and attract talented people like Jamie and Bob,” said Fred Parker, Chief Executive Officer of Bluegrass Promotional Marketing. “We’re thrilled to have them join our team and further strengthen our continued commitment to growth.”

Briggs joins Bluegrass from eCompany Store and will be based in the company’s Atlanta office. Paisley joins Bluegrass from WorkflowOne and will be based in the corporate office in Charlotte.

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 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 Atlanta, Chicago, Louisville, New York, Raleigh, and St. Louis. Warehouse facilities are strategically located across the United States with additional warehouse facilities in Canada and the United Kingdom.

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