



BLUEGRASS RECOGNIZED AS THE SIXTH FASTEST GROWING DISTRIBUTOR

Charlotte, N.C. (April, 1, 2005) – Bluegrass Promotional Marketing is pleased to announce that the company has been named by the Advertising Specialty Institute (ASI) Spirit Awards as the sixth fastest growing distributor in the industry.

“The growth we experienced in 2004 was organic growth, predominantly from new client acquisition,” said Fred Parker, Bluegrass CEO. “Additionally, over the last two years we have made a significant commitment to develop new ways to promote ourselves such as new sales literature, a state-of-the-art Web site, direct e-mail campaigns and a larger scale of self promotional products.”

This award marks the second year in a row that Bluegrass was recognized as one of the top ten fastest growing ASI distributors.

About the ASI Spirit Awards

The ASI Spirit Awards program was established in 1995 to recognize the achievements of industry professionals in a variety of disciplines, including Service, Marketing, Growth and Products.

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.

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