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## **Bluegrass Recognized with Two Spirit Awards**

Charlotte, N.C. (April, 1, 2004) — Bluegrass Promotional Marketing is pleased to announce that the company has been awarded the “Best Client Promotion” Award for their outstanding achievements in marketing and been named one of the “Top 10 Fastest Growing” by the ASI (Advertising Specialty Institute) Spirit Awards program.

“As a company we work very hard to deliver the most creative ideas to our clients,” said Fred Parker, Bluegrass CEO. “Winning two of the ASI Spirit Awards is a testament to the success of our sales team and staff.”

Bluegrass received the “Best Client Promotion” Award for their work with the 2004 Super Bowl participants, the Carolina Panthers, on a marketing campaign to offset the sting of a price increase on 32oz soft drinks. Their markedly successful solution was a series of three 32-oz lenticular cups featuring individual players on the Carolina Panthers football team that became souvenir cups during the 2003-2004 season.

This award marks the second major industry award captured by Bluegrass for their work on a Carolina Panthers initiative. In January, Bluegrass received the Golden Pyramid by the PPAI (Promotional Products Association International); its industry's most prestigious award.

Bluegrass is also being honored as one of the industries “Top 10.” Specifically, they are being noticed for being one of the fastest growing distributors. In 2003, the eight-year-old company finalized a deal that expanded their company into several new markets, added new clients, doubled their staff size and tripled their revenues.

### **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 Promotional Marketing is a full service promotional marketing firm specializing in promotional products, fulfillment programs and brand marketing. The company’s client base includes Nintendo, DuPont, BP and Biovail Pharmaceuticals. Named three times to the *Charlotte Business Journal’s* ‘Fast 50’, Bluegrass anticipates sales exceeding \$15 million in 2004.