



BLUEGRASS CELEBRATES ITS 10TH ANNIVERSARY!

(Charlotte, NC) January 1, 2005 – Bluegrass Promotional Marketing is celebrating its first decade as an award-winning full-service promotional marketing industry leader. While many competitors have consolidated, Bluegrass has grown exponentially – adding new markets, new clients, doubling their staff and tripling their revenue.

“Our highly-motivated employees and our dynamic ownership group explain our success over the past ten years,” says Fred Parker, Chief Executive Officer of Bluegrass. “We had very humble beginnings. Today, we have over 50 full-time employees and locations in 10 major cities. We are very excited about our growth!”

Today, Bluegrass Promotional Marketing can boast an impressive customer base including major corporations like BP, The Dannon Company, First Franklin Financial, Kraft, Nintendo, Qwest, US Bank, TransUnion, and Wm. Wrigley Jr. Company. The Charlotte-based company's branch offices are located in Chicago, Denver, Houston, Nashville, Pittsburgh, Raleigh, St. Louis, Seattle and Winston-Salem.

Bluegrass Promotional Marketing started in 1995 as a hosiery distributor to the golf industry, with a license from the PGA TOUR to market its brand. By mid-1996, the Company branched out into promotional marketing to compliment its golf hosiery business. After three years, company managers determined the distributorship was not economically viable. The partners agreed to reorganize and focus solely on promotional marketing.

During 1998, Bluegrass's first year devoted exclusively to promotional marketing, the Company tripled its client base and was named one of the 50 fastest growing companies in Charlotte by the highly respected *Charlotte Business Journal*.

By January of 2000, Parker and Chief Operating Officer Jeff Denny were named in *The Counselor* among the industry's 13 “People to Watch.” Six months later, the company was chosen by Charlotte-area businesses as the region's Best Advertising Specialty Company (*Charlotte's Best Magazine* – Best of Business 2000).

May 2003 brought the acquisition of three additional locations – Denver, Houston and Seattle. Seasoned account executives brought in several national accounts leading to revenues exceeding \$15 million in 2004.

The Advertising Specialty Institute (ASI) recognized Bluegrass as one of the “Top 10” companies in the promotional marketing industry based on growth in 2004. The company is projected to celebrate this 10th anniversary in 2005 as one of the top 50 companies in the entire industry.

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, added new clients, doubled their staff and tripled their revenue. Bluegrass has won the coveted Promotional Products Association International (PPAI) Golden Pyramid Award four consecutive years. Bluegrass also has been honored by ASI with the 2004 Best Client Promotion Award while also being recognized as one of the industry's "Top 10" distributors and one of the fastest growing. Bluegrass has been named by the *Charlotte Business Journal* as one of the Charlotte region's 50 fastest growing companies three times.