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U.S. BANK TAPS BLUEGRASS PROMOTIONAL MARKETING FOR NEXT GENERATION COMPANY STORE

(Charlotte, NC) February 26, 2007 – Bluegrass Promotional Marketing announced it was selected by U.S. Bank to design, implement and manage an upgrade for the bank’s online company store.

“This is quite a feather in our cap,” said Fred Parker, Bluegrass’ CEO. “U.S. Bank was looking to create a dynamic, innovative store that demonstrated their leadership in the market. We’re very proud to have been selected as their partner.”

U.S. Bank was seeking two primary changes from their previous online store. They wanted more innovative merchandising backed by a more robust online purchasing platform that could be integrated with the banks’ operating system.

“We challenged our technical department to find a way to adapt the existing consumer shopping cart system to work with U.S. Bank’s purchasing system,” Parker described. The goal was to allow authorized personnel to conduct company store transactions using company authorized purchase orders.”

In addition to technological innovation, Bluegrass also set very high standards for the store’s merchandising. A retail approach was used to include the latest fashion-forward styles and items.

“We won’t be satisfied until all 7,000 of their purchase-authorized personnel using P.O.s and all 50,000 employees using credit cards have successfully made a purchase through the new store,” Parker concluded.

U.S. Bank uses the company store for commercial and consumer sales support, as well as employee outreach, to extend its brand into the market.

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 four 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 Chicago, Louisville, Nashville, Raleigh, St. Louis and Winston-Salem. Warehouse facilities are strategically located across the United States with additional warehouse facilities in Canada and the United Kingdom.

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