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VICTAULIC PICKS BLUEGRASS PROMOTIONAL MARKETING FOR GLOBAL WEB STORE

Charlotte, NC (August 1, 2006) - Bluegrass Promotional Marketing is pleased to announce it has been chosen to design and develop promotional merchandise for Victaulic, and to operate the company's first global web store. Easton, Pennsylvania-based Victaulic is the world's leader in grooved and plain-end mechanical pipe joining systems.

"Our partnership with Victaulic is an extraordinary opportunity to give our innovative promotional merchandise both national and international exposure," says Fred Parker, CEO of Bluegrass Promotional Marketing. "We are also honored to work with this highly respected company with an 80-year history of success," adds Parker.

Any client or stakeholder interested in Victaulic promotional merchandise on www.victaulicstore.com can expect highly efficient customer service and quick delivery. The global web site is supported by product distribution centers throughout the United States and Europe. "This allows the shipment of Victaulic promotional merchandise from the closest possible distribution center straight to the customer," says Parker.

The Victaulic global web store at www.victaulicstore.com was launched in April.

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 consecutive 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.

