

FOR INTERNAL IMMEDIATE RELEASE

December 2, 2012

Greene Concepts, Inc. Shareholder Questions and Answers

FRESNO, CA. –(Internal Company Release)—Greene Concepts, Inc. (USOTC:LKEN) announces today its latest questions and answers from shareholders.

Q: Mr. Greene, what are some of your core beliefs regarding success?

A: Get a hold of an idea you are passionate about and work it. Be a visionary. Also you have to have inspiration and motivation. When you are inspired the idea gets a hold of you. At first 10 years ago I was motivated about the ink and toner revolution. I worked hard at it and then one day the motivation turned to inspiration. Save the earth, Save people lots of money, Help people earn a living, Bring jobs to this planet. You have to have a lot of patience, tenacity, persistence, honesty, perseverance, determination, and integrity. I meditate each day to allow strategic ideas to come to me without distractions. I have always wanted to use my ideas and talents to help others whether it be in business or charitable ventures. I am personally involved in all aspects of the business at the grassroots level. Most of the time I am my own administrative assistant. I believe that good positive energy, hard work and sound judgment will always yield success.

I have never been one to take the easy path toward success. I am always willing to take what I have and give it all up for what I can become. "I am all in" 7 days a week. I want to ensure my dream turns it into something big. I live a simple life and I am a very giving person. I currently drive a 15-year old car that I share with my wife. All the money goes back into the business. I always rely on my family who have been a tremendous help to me with Greene Concepts Incorporated. I also appreciate and show gratitude to those who have helped me and who are currently helping me make this company a success. I believe in being extra kind to everyone. I give a special thank you to all of the shareholders, general investors, founders, distributors, and employees who believe in me and this company like I do and are committed to watching it grow and prosper. We must stay hungry yet stay humble for continued success.

Additional information on my history is available at:

<http://greeneconcepts.com/greeneconcepts-company-info/>

https://www.qalias.com/view_profile/Lenny/Greene/212/0/

Q: What is the company's vision of its plans to grow over the next 1 - 3 years? What will it take for the company to get there?

A: With a multi-faceted approach we have a plan to grow as a company and improve the brand awareness of our products with the public. I have a vision to make Greene Concepts a billion dollar company. I need to let the public know that a company cannot automatically jump immediately from \$100K to \$1 billion. My plan is to have the company work on milestones, one milestone at a time. This plan has been established and is currently accelerated because of the InkWay USA model. Building both InkWay USA (consumer direct marketing - synergy distributor program) and the AccuBrite (big box retail chain stores, catalog companies) divisions are my primary goals. Signing up government and corporate accounts are next. This will provide the foundational growth for us to be a powerful force in the near future.

We are also committed to maximizing the vast potential of e-commerce and Internet marketing to expand our national and global reach and assist our distributors in reaching the masses through a company sponsored webpage tailored and uniquely identified to promote sales for each individual distributor. To promote the INKWAY USA opportunity and build your business while we are still in pre-launch go to <http://www.ink-tastic.com/> and sign up. Join us on every Saturday's Conference Call Phone # 805-399-1200 (USA) Pin# - 622057# , 9:30am Pacific....10:30am Mountain....11:30am Central....12:30pm Eastern For International callers using Skype: Please, add "freeconferencecallhd.8053991200" to your list of contacts. At the scheduled date and time of the conference call, you will select the contact and click Call. Next, you will locate the key pad and enter the access code when prompted.

In addition, with the assistance of our distributors, we have plans to extend our reach into all areas of the economy to include federal government, and State, medical facilities, small/medium/large corporations, schools, and private business. Greene Concepts also has plans to go global and talking with additional business possibilities in Europe to include distributors (who have 24 full founding units) in Norway to establish that location as one of our shipping hubs for our products. Discussions have also occurred with an individual in New Zealand who covers Australia to include a hub for a potential of 2 million customers.

Additional countries of interest include (Synergy distributors) from many international countries. People waiting approval for our Synergy Distributor Program are coming in from: India, Kenya, Russia, France, Nova Scotia (Canada), Indonesia, Dominican Republic, Columbia, Trinidad & Tobago, Turkey, Ukraine, Ghana, United Kingdom, Nigeria, Bangladesh, Nigeria, New Zealand, France, Sweden, Malaysia, St. Croix, S. Africa, Taiwan, Denmark, Fuji.

It is anticipated that the following will take place within thirty-six months: (i) domestic revenues alone will grow to over \$100 million; (ii) a substantial number of sales and distribution networks will be in place and key strategic partners will be on board both here and abroad; (iii) the R&D department will be staffed with a number of the top chemists in the industry, working on what's next in the industry; (iv) a host of new products will have been developed for consumer, commercial and industrial applications; and (v) GCI will have expanded into the EU, Pacific Rim, Asia and South and Central America.

Q: There appear to be many different titles for the company: AccuBrite, Greene Concepts, FreeInk4Life, Luke Entertainment, and InkWay USA. What is the difference between each brand and can you delineate the position and purpose of each?

A: Greene Concepts Incorporated is the parent company and is the public entity to which the LKEN stock symbol is tied. Luke Entertainment was the name of the previous company which we purchased (named after the hip-hop singer Luther Campbell of the group 2 Live Crew). The two main divisions of Greene Concepts are: AccuBrite Inc. and InkWay USA Inc. AccuBrite Inc. incorporates the wholesale of products to catalog companies and big box retailers whereas InkWay USA focuses on the Consumer Direct Marketing (CDM) aspect whereby the use of founders/synergy distributors encourages growth and company sales via a medium with no current competition (i.e. no other company is currently using CDM to offer inkjet and laser/toner cartridges and refill solutions). Under the AccuBrite Division exists other brands such as: FreeInk4Life, Ink4Life, Refills4You, Ink-Telligence etc.

Our company's three segments, as noted in our previous PR's are:

Greene Concepts, Inc. is an ink technology Manufacturing and Distribution Company headquartered in Fresno, CA. Chairman and Founder Lenny Greene has spent the past 30 years serving the printing needs of businesses and consumers. Greene Concepts intends to be the catalyst for the introduction of a number of innovative products and marketing strategies and to bring the world the best products at the lowest prices so consumers and business can save time, save money, print more and print better.

AccuBrite, Inc. creator of FreeInk4Life™, Refills4You™, INKWAY USA™ and INK-Telligence™ has developed a family of 25 “Do It Yourself Ink Cartridge Refilling Systems.” All refilling tools, accessories, filling stations, interactive CD-Rom instruction manual including bonus software, 24/7 customer service / tech support and unlimited ink refills are available. Consumers can now save thousands of dollars annually without replacing their inkjet cartridges using ABI’s top of the line refill kits. AccuBrite, Inc. is the manufacturing arm of Greene concepts, Inc.

INKWAY USA is a consumer direct marketing ink and toner technology Distribution Company. We market and sell over 1000 advanced and exceptional proprietary ink and toner “Do It Yourself” Refilling Systems and other products for all inkjet and toner cartridges. The most expensive liquid in the world is ink. And you are in the perfect place to take advantage of this. Our model is consumer direct marketing and our design ensures long term growth and stability. We are set to explode in 2012... Marketing, sales, and fulfillment for retail products are coordinated at its offices in Fresno, CA. Consumers and businesses save thousands of dollars annually buying our products. INKWAY USA will also compete in the global market place by marketing and signing distributors in Europe, The Pacific Rim, and Asia. InkWay USA is now ready to grow exponentially with their soon- to-be released proprietary Synergy Distributor Program (SDP) and take a large stake in the over \$70 billion per year ink and toner industry through an unparalleled, innovative marketing strategy that utilizes virtually no competition – all while offering unmatched cost savings and product quality for individual ink and toner consumers and large businesses alike.

Q: If money were no object, how would you progress the company to greatness? What current plans do you have to obtain the required funds to move the company forward?

A: The American public will buy what they see and hear. If Greene Concepts had unlimited funds, I would launch a multi-million dollar continuous 5 year media blitz campaign and make InkWay USA Inc. a household name. We would be everywhere: TV, radio, print media, Internet, airlines, social networks, etc. We would show the American public the benefits of the product along with the potential cost savings they would enjoy.

Q: How can the company capitalize on the notion of “going green” or being environmentally friendly?

A: Greene Concepts is fully committed to offer environmental preservation solutions. We will teach the masses how to reduce their carbon footprint by not throwing inkjet and laser toner cartridges into landfills. This can be accomplished by teaching the masses how to use our inkjet and toner refill systems. We will teach everyone how to refill the cartridges they already own over and over again.

We recently applied and were approved for California Recycle and are considering hiring a sales team to expand this nationally and possibly clone the California model from state-to-state. I also continue to pursue other profitable areas related to this model for advancement and expansion. As always I test, observe, then adjust and tweak the results appropriately.

Q: Why was the company so silent over the past year or so?

A: Our minimal communication over the last year was an effort to regroup, work on specific actionables to grow Greene Concepts, and to protect the company from earlier damages.

Q: What is the \$400,000 generated from the Founders program officially being used for? Inventory?

A:

1. Software Brain/Distributor Replicated Webpages/IVO Videos/etc...~\$100,000
2. Founder’s Commission ~ \$40,000
3. Credit Card Merchant Fees ~ \$20,000

4. Greene Concepts Operating Expenses/Overhead/Shipping ~ \$48,000
5. InkWay Contest Winners ~ \$7,000
6. Refill System Production/Shipping ~ \$185,000

Q: Are the commissions for full unit purchases different if the referrer uses a payment plan vs. full payment? Nothing in the pre-launch documentation states that and previous referrers got full payment previously when bought with payment plan.

A: No previous referrers received full payment unless it was paid in full. If paid on a payment plan 50% of it was provided to the referring founder and 50% was put into the weekly commission pool.

Q: Could you explain the AccuBrite Founder Retail Program? What is it and how does one qualify for it?

A: The AccuBrite Founder Retail program is a 20% profit pool that will be split by all Founders that qualify for the AccuBrite founder retail pool. The Ink-Telligence product rollout and all of AccuBrite sales are included in the program.

Qualification for the profit pool concluded with the completion of the founder's pre-launch program and required founder purchases. The AccuBrite retail pool is a secondary add-on to the original founder commission plan structure (a second form of revenue in layman's terms). Qualified founders have the opportunity to share in 20% of the total of both AccuBrite (catalog, corporate) and Ink-Telligence (retail) sales. The 20% is split in this fashion:

- 15% split between all synergy distributors
- 5% goes back to qualified founders into retail pool

To be qualified to share in retail profits of this pool one needed to have purchased at least 1 full unit themselves and refer on at least two additional people (of any founder purchase configuration) or purchase 1/4 or 1/2 unit themselves and refer on 5 additional people who purchase unit quantities of any amount (1/4, 1/2, or 1 full unit).

Q: What is the final date in which all ink refill systems will be sent to founders? What is the final date that commission checks will be sent to founders? Are individuals who purchased under a unit receiving their ink refill systems before those who purchased larger amounts? Is there a different priority scheme for ink refill system delivery?

A: The ink refill systems shipments continue but are near completion as we focus on sending ink to those located outside of the continental United States. Some of the \$400,000 is still unpaid based on the payment plan. Once final payment occurs, the refill systems will go out. There have been various challenges finalizing payments with some founders especially since commissions were paid out early on. The back office has been continually contacting these individuals. Everyone who paid in full were on the initial shipping schedule with 1/4 and 1/2 unit purchases going out first. In addition those with one unit or more purchased received the opportunity to donate their refill systems. This is a daily work in progress but we are almost near completion.

All Commission checks have gone out except for those who have not filled out and sent in a W-9. These checks are ready to be mailed out and are written and signed and are waiting W-9's. All checks were released based on the date of the commissions and released as the commissionable sales occurred during weekly pay period with the earlier commissions receiving earlier release (e.g. commissions from in early August were paid out before commissions in early September). Some of the checks were held until W-9's

were filled out by founders and returned to the company at which point commissions could be released. Staff was added the last couple of months of the pre-launch program to support the end of pre-launch. Next we hired even more staff to support the upcoming growth of the Synergy Distribution Program (SDP). In addition I am training an individual who will train other employees to come onto the company to prepare for even greater growth once the SDP program launches.

Q: Everyone filled out a W-9 upon becoming a founder. The assumption is distributors will do the same. Are there any other considerations to ensure founders and distributors all receive a tax statement at the beginning of the year?

A: W-9's will go out from the accountant's office in early 2013 to both founders and other consultants and any independent contractors who work for the company.

Q: How will commission check processing change with the new Synergy Distributor Program (SDP) launch?

A: Our new software brain is being built by INSPETTA and is a very robust system to provide automated calculations for both the InkWay USA Founders and Synergy Distributors and will significantly reduce any lag-time in commission check processing.

Q: How will the company be audited to verify the number of distributors for 150% payments (i.e. 20,000, 40,000, 60,000, 80,000, and 100,000 distributor levels)? Will there be general 3rd party audits of the InkWay USA division and if so by whom and how often?

A: The accounting office will manage the finances and in the future an outside auditing company will audit the actual finances. We will pay out \$150,000 when we reach sales of 20,000 refill systems and an additional \$150,000 at each level in commissions to founders.

Q: Are distributors required to maintain inventory?

A: None is required. All products will be shipped to the consumers' home or business directly from the InkWay USA factories.

Q: Does the grace period for founder commissions begin with the launch of the SDP program?

A: The grace period begins the day of SDP launch. Founders who purchased 1 unit or more are qualified as an Elite Distributor for 24 months; ½ unit for 12 months; ¼ unit for 6 months.

Q: Will there be an advertising campaign to make more people aware of InkWay USA?

A: The media campaign, once launched will include TV, radio, newspaper, airline/inflight promotion, and Internet. The company we use is a well-respected and award winning one-stop shop for media production, distribution, buying, publicity and promotion with three decades of experience. The media distribution firm has an A+ Better Business Bureau rating and its clients include Fortune 500 companies, startups, national associations, government entities, non-profits, and private professionals. This will provide the following "media blitz" coverage to Greene Concepts:

1. TV News Spotlight: A 2 minute in-depth news segment similar to those featured on Dateline, 60 Minutes and 20/20.

2. DRTV Spot: A :30 second and :60 second Direct Response TV Commercial of national broadcast quality with specific call-to-action, an 800 telephone number and website listing. Also listing that INKWAY USA is a GREENE CONCEPTS COMPANY trading symbol LKEN.

3. NewsBreak™: A sponsored (paid) TV spot with an Emmy-winning news anchor and/or accredited reporter, airing nationwide and onboard major airlines.

4. DMA (DESIGNATED MARKET AREA): Nielsen's term to describe a specific TV metro or market area. Nielsen ranks and tracks 210 distinct TV markets in the U.S. One national airing is the equivalent of 210 Nielsen-ranked DMA airings.
5. VNR: a broadcast-quality 90-second narrated Video News Release, followed by up to 13 minutes of B-Roll and Sound Bites, distributed to national and local news programs and talk shows.
6. Newspaper Feature: 2 column news article distributed with color photo and website /Phone info.
7. Radio News Feature: A :30-second radio feature release (RFR) written somewhat like a PSA, read by station personality or played from CD with professional voice-over artist's recording.
8. iTV News Network: "Featured Video" placement on Newspaper, TV and Radio station websites.

Q: Who will oversee the media campaign?

A: Lenny "Ink Man" Green himself will oversee the campaign.

Q: What is the volume of ink refill systems that InkWay USA can produce/obtain in a month? Can the company fulfill sales expectations as the demand grows?

A: Greene Concepts can build one million ink refill system every 3 months with the current assembly line. We are more than ready to handle the near-term growth explosion.

Q: Will retail sales be priced such that it does not undercut the Consumer Direct Marketing (CDM) sales?

A: Yes.

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Safe Harbor: This Press Release contains forward-looking statements within the meaning of Section 27A of the Securities Act of 1933 and Section 21E of the Securities Exchange Act of 1934. These forward-

looking statements are based on the current plans and expectations of management and are subject to a number of uncertainties and risks that could significantly affect the company's current plans and expectations, as well as future results of operations and financial condition. A more extensive listing of risks and factors that may affect the company's business prospects and cause actual results to differ materially from those described in the forward-looking statements can be found in the reports and other documents filed by the company with the Securities and Exchange Commission and OTC Markets, Inc. OTC Disclosure and News Service. The company undertakes no obligation to publicly update or revise any forward-looking statements, whether as a result of new information, future events or otherwise.

SOURCE: Greene Concepts, Inc.

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