

Greene Concepts, Inc. Films Online Video Marketing Commercials for InkWay USA Distributor Websites

NEW YORK - Greene Concepts, Inc. (USOTC: LKEN) announces the company has completed scripting of twelve iVo videos as well as three traditional video's for the new InkWay USA distributor websites; iVo technology super-imposes transparent video, captivating the visitor while delivering a targeted message. The videos walk a prospect through the entire sales and sign-up process using a psychologically passive, yet effective means toward a call-to-action leading to sales and distributorship increase. Lenny Greene, CEO of Greene Concepts, Inc. and Duane Noble, President of InkWay USA returned from Nashville, Tennessee (the location of Straight Edge Marketing's studios) having completed eight of the videos with the other seven to be filmed by an actor and an actress later this week.

"The trip to Nashville to record the iVo videos was a successful one and Straight Edge Marketing (<http://www.straightedgemarketing.com/>) has helped Greene Concepts build greater brand awareness and make a great step closer to increased sales. The iVo is exactly the type of innovation we strive to identify and retain new customers through a unique marketing concept," said Mr. Greene, he continued; "The wonderful thing about iVo is that it does the selling for you, leaving little else for the distributor to do other than sending people to their webpage. The iVo technology has generated incredible results, upwards of 600 percent with their other clients. This is a large step as we approach our upcoming launch and lays a foundation for exponential success for our distributors, investors, and partners, coupling our innovative product to an advanced marketing strategy, influenced with the most modern technology available will surely have explosive results".

The fifteen total iVo videos scripted and recorded by the Greene Concepts' team consist of one iVo video by Lenny Greene, two interview videos by Lenny Greene, one iVo video by Duane Noble, six iVo videos by an actress, and five iVo videos by an actor. Joe Crawford, President of Straight Edge Marketing, LLC (creator of iVo Technology) said "Lenny and Duane have a great vision for where they want to take this company and we are excited to be a part of their marketing and advertising support".

About iVo Technology

iVo Technology develops online video marketing commercials using a 3D website Video Spokesperson. iVo is 3D video spokesperson overlay technology designed to bring life and human personality to your website. iVo is a Plug-n-Play application for your site delivering floating transparent video advertising. iVo Technology is online video advertising using a live video spokesperson to engage a website visitor the moment they arrive on your site. iVo is designed for any business looking to achieve better results with their website, email campaigns, or overall online video marketing efforts. Your site conversions will increase once iVo Technology is implemented. *iVo = internet video overlay*

About Greene Concepts, Inc.

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. 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.

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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