

FOR IMMEDIATE RELEASE

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Greene Concepts, Inc. Subsidiary Inkway USA Completes Founder's Unit Campaign

Fresno, California- September 11, 2012—Greene Concepts, Inc. (LKEN) CEO, Lenny Greene, announces today that the company has completed its goal of raising \$400,000 for the successful launch of InkWay USA. All Founding Units have been sold out and all Founding Positions are locked in. With the Founder plan that President, Duane Noble put together, the InkWay USA division is debt free. The company will now prepare for the launch of its InkWay USA Distributor Program within the next few months.

"We are very pleased to complete this phase of our company's growth thanks to each of our supporters and purchasing founders," says Mr. Greene. "What began as an idea a year ago has now become a reality! We are now ready to grow exponentially with our upcoming network marketing distributorship program and take a larger stake in the inkjet and toner market while offering unmatched cost savings and quality inkjet and toner for customers and substantial revenues and profits for the company, shareholders, and distributors".

The President of INKWAY USA, Duane Noble, discusses the next steps for the InkWay USA initiative. "Completing the InkWay USA pre-launch is the biggest milestone in the history of this company. Our long-term shareholders know just how huge this is!" He continues CEO, Lenny 'Ink-Man' Greene and I will be visiting San Diego this week to meet with our software company, which is currently developing the software and platform to automate everything when we launch. We are gearing up for massive growth!" 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.

"Furthermore", says Mr. Noble, "we took time in developing our Founder Program and making it affordable for everyone so that everyday, ordinary people can share in the success of our company. After all, it is these same extraordinary, common people who provide the backbone for who we are today and where we are going tomorrow. Most companies go to mega-wealthy investors to get funding." Noble emphasizes, "We had the ability to break the trend and give the common-man something to take pride in." Noble adds, "Besides, which would lead to greater growth and success – one wealthy individual spreading the word about InkWay USA or an army of over 500 strong loyal men and women that the majority of the population can relate with?" Greene adds, "The ink-revolution has definitely arrived. And InkWay USA is the alternative. InkWay USA will take this planet from ink dependence to INK-Independence"

"Furthermore", says Mr. Greene, "The InkWay USA refill systems are currently being shipped to those who participated in the founder's campaign with everyone receiving their units over the next few weeks. Our Founders made this program a success and I want to thank each and every one of them. The company will support the upcoming distributorship program with additional tools and software programs. The company also plans on introducing additional products in the future along with a nationwide media campaign to supplement the growth of InkWay USA.

Additional information is available on the Greene Concepts corporate website at: <http://www.GreeneConcepts.com/> and also the InkWay USA page at: <http://inkwayusa.com/>.

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(TM), Refills4You(TM) and INKWAY USA(TM) 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.

INKWAY USA is a consumer direct affiliate 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 by purchasing one (or more) of our 400 available Founding Units. Our model is consumer direct affiliate 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.

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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