

FOR IMMEDIATE RELEASE

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INKWAY USA's Limited Number of Founding Positions Going Fast

INKWAY USA a wholly owned subsidiary of Greene Concepts, Inc. (USOTC:LKEN) (the "Company") is pleased to announce that their Founder program is in full force and founding positions are going fast. They have sold almost 200 Units out of a total 400 Units available. President of InkWay USA, Duane Noble stated, "We are in full force and the level of excitement has grown exponentially. Founding units are selling fast and the INKWAY USA program is already proving its success" When INKWAY USA started their Founder program, only 1 option was available; to purchase a \$1,000 Unit. "We had so many people approaching us wanting to be a part of this powerful Ink revolution but didn't have the necessary funds." Duane continues "People were practically begging to be a part of it all. It was really overwhelming". So options were added for ¼ & ½ units as well as payment options to make INKWAY USA affordable and accessible to everyone. The INKWAY USA founder program took off and we haven't looked back since.

INKWAY USA recently added three very short YouTube videos that better detail INKWAY USA's Founder program. The YouTube videos can be found at www.youtube.com/inkwayusa

InkWay USA is launching a consumer direct network marketing company. Noble states, "At first glance, it might not sound too intriguing, but when you really take a look at the market, it becomes very exciting!" He then goes on to list 2 major reasons why InkWay USA will be successful:

- 1) They can tap into more than 6.5 million pools of affiliate network marketers in the United States.
 - INKWAY USA is first to market, with no competition in the Consumer Direct Network Marketing industry for our product.
 - There are a lot of companies out there in the network marketing industry that sell health products, make-up, fuel additives, candles, kitchen accessories, etc. – but there is nobody who markets ink!
 - Network marketers are some of the biggest consumers of ink since all of them have home offices and are constantly printing to promote their business's.
 - INKWAY USA can tap into all of these downlines since it's not a competing product and fills an overwhelming need, while rewarding these network marketers and compensating them generously for referrals from their downlines to InkWay USA.

- 2) InkWay USA is a product that appeals to the masses, is used by everybody, and puts an end to the highway robbery taking place on Ink purchases!
 - We will reward the network marketers for taking this product to the masses.

- Traditionally, what sells in network marketing is relationship and quality, INKWAY USA offers the best of both.
- The ability to sell the quality of a product based on the relationship you have with an individual.
- People look at price more than anything else.
- Now, the network marketers can offer an extremely high quality product to the masses at an unbeatable price.
- People can't even go to the largest retailer in the world and get their ink at a better price!
- Keep in mind; this isn't a product they have to convince the masses to use – like a new health product, kitchen accessory, or car additive. It's a product everyone is already using!

Network marketing is about relationships and there will be network marketers who come into InkWay USA who have relationships with people in some pretty high places which consume a lot of ink. (i.e. Administrators of Hospitals, Attorneys in large law firms, Real Estate Agents, and community leaders, pastors of churches that print bulletins & newsletters each week, etc.)

Noble says, "People and businesses both large and small will go to our distributors' websites, and won't leave there without getting their ink from INKWAY USA." CEO of INKWAY USA, Lenny Greene, comments, "Our marketing plan really is very unique and extremely intelligent to corner the over \$50 billion a year printer ink and toner market, while allowing for massive growth and implementation of other exciting products as we grow our distributor and customer base." INKWAY USA began with a total of 400 Founding Units available for purchase. Founders earn 150% on their Founding Unit purchase and also have the ability to share in an entire lifetime of company profits. Noble continues "Our target market is EVERYONE!" "Would you like to help save money on a product every individual, school, church, and business uses and would you like to reduce your carbon footprint by not throwing cartridges into landfills, saving the planets resources – all while helping others and reaping tremendous profits?"

Would you like to learn more on becoming an InkWay USA Founder? Go to www.inkwayusa.com to sign up now before all Founding Positions are gone or call the corporate office at 559-434-1000.

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.

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 printers. 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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