

FOR IMMEDIATE RELEASE

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Greene Concepts, Inc. subsidiary InkWay USA Appoints Sales & Marketing Guru to Introduce Direct Marketing Opportunity to the Masses

NEW YORK, NEW YORK- March, 2011- Greene Concepts, Inc. (www.greeneconcepts.com) CEO, Lenny Greene, announces today that the Company has secured sales and marketing specialist, Duane Noble, to act as marketing strategist for the Company's InkWay USA, the CDM (consumer direct marketing) arm for the Greene Concepts product line. The line includes 750 cost-efficient, cutting edge ink-focused items for mass consumption with multiple means of distribution, giving businesses and families a substantial income opportunity.

Noble's resume reads with strategic diversity ranging from responsibilities as a business owner, General Manager and National Sales Executive with a penchant for helping inventors & manufacturers take their products to the masses. Previous experience in this field includes launching products for a tool manufacturer, where he successfully targeted markets with their flagship product in farm stores, hardware stores, construction supply stores, auto parts stores, and truck stops.

As well, Noble has experience closing deals with companies such as True Value, divisions of Home Depot, White Cap Construction Supply, AirGas, Caterpillar dealers, John Deere dealers, Case iH dealers, and several large truck stop chains. He consults with a number of inventors and manufacturers "including products which have been touted by the late, great Billy Mays, serving as pitchman," he states in his bio.

He continues, "I have experience in all aspects of sales & marketing....Business to business sales, in-home sales presentations, telephone sales, direct marketing sales, affiliate marketing, trade show sales and on-site direct contact sales. I am dedicated to the relationship here in taking InkWay USA and Greene Concepts, Inc., to new heights, increasing shareholder value and exceeding goals, overall, to make Greene Concepts a household name and a forerunner in the industry."

In addition to frontline support from Noble, Greene Concepts recently announced a partnership with MultiSoft Corporation (www.multisoft.com) in an agreement which has MultiSoft providing InkWay USA's innovative consumer direct marketing program full-service back office solutions and commission structure software programming.

"We're thrilled to be assembling an A-Team for InkWay USA ahead of schedule toward a collectively beneficial launch," states Greene. "This should provide us with additional revenue by allowing us to market the same product line within diverse distribution mechanisms, which maximizes our exposure to the consumer," adds Greene.

AccuBrite, Inc creator of **FreelInk4Life(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, 24/7 customer service / tech support. Consumers can now save thousands of dollars annually without replacing their inkjet cartridges using ABI's top of the line refill systems.

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 inks at the lowest prices so consumers and business can save time, save money, print more and print better.

