

## **Greene Concepts' INKWAY USA Division Finalizes It's Consumer Direct Marketing Strategies Showing Benefits Over Retail**

NEW YORK—JUNE 2, 2011 -- Greene Concepts, Inc. Marketing Specialist and President of INKWAY USA, Duane Noble, announces the company's key strategies for its consumer direct marketing entity, INKWAY USA, toward what the company feels can be a massive incentive based grass-roots initiative. "This is an efficient, effective model toward impressive results in terms of branding and profitability," says Noble.

He continues, "Consumer Direct Marketing gets the job done with significantly lower overhead. You spend much less on advertising, while exponentially increasing revenues; all the while, each distributor is his/her own advertising outlet for the line. This has historically proven to be an effective means for both attractive growth in revenues as well as brand-name recognition and market confidence."

Company executives have found that these particular marketing methods affect 200% more profit per ink refill system sale as opposed to simply offering it through retail distribution. This eliminates the 'middle-man' and creates income opportunities in a tough economy with a product that is increasing in demand.

Further, unlike many other consumer direct marketing opportunities, INKWAY USA has set up its pricing and profit sharing structure in a way that no end-user can get a better inkjet product like it for a better price, anywhere else, retail or otherwise. Noble states, "We created a product that no one has, everyone needs, it is priced to sell and it is priced for profit. It is the Harvard Law of product success and now we have created a sales and marketing vehicle to get this product out to the masses."

"This makes for a great story for our distributors to share with others when promoting our ink refill system, putting a tremendous opportunity in the palm of their hands," adds Noble. "In today's economy, it lets distributors not only save money on an everyday item that almost everyone uses, but they also have the ability to earn a substantial income. With the current state of the job market, people are looking for self-sustaining opportunities; which they can find within INKWAY USA's marketing plan."

INKWAY USA is designed with a tremendous profit sharing pool, which distributors have the opportunity to participate in and earn shares in the profit sharing pool. In fact, at least 25% of every commissionable dollar is paid into the Elite Profit Sharing Pool. "This is well above affiliate or direct network marketing averages," states Noble.

As well, the company has plans to introduce new products to the line, regularly, keeping the line current with industry trends and environmental benefits. Noble continues to state, "This is huge because once we have an existing distributor base, any new products we add will exponentially increase our bottom dollar. Existing distributors will not only purchase these products for their own personal use, but will proudly promote these products. This will provide real solutions to everyday problems - all the while helping to save the planet." Noble continues, "People take pride in being a part of something great, and people will take pride in being a part of INKWAY USA!"

Announcements are forthcoming as Greene Concepts prepares its launch of this opportunity which it feels will be a major component to the company's success.

AccuBrite, Inc. creator of FreeInk4Life™, Refills4You™ and INKWAY USA™ 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.

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.