

**Greene Concepts, Inc. is proud to announce it has entered into an agreement with Straight Edge Marketing, LLC.**

NEW YORK--(BUSINESS WIRE) -- Greene Concepts, Inc. has entered into an agreement with Straight Edge Marketing (<http://www.straightedgemarketing.com/>) to bring the coveted iVo (internet video overlay) Technology to the INKWAY USA brand. 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. Once iVo Technology is implemented site conversions will increase

According to Straight Edge Marketing's website: "iVo Technology has revolutionized the way communication has evolved online. iVo is 3D website video spokesperson technology that overlays your website and creates a powerful first impression. iVo will captivate visitors, allow you to deliver a powerful message, and ultimately increase your website's conversions. iVo Technology is a very powerful video advertising-marketing tool. iVo's video spokesperson technology has been known to increase website conversion by up to 300%."

"Straight Edge Marketing's success with this technology has been demonstrated as the kind of innovation in marketing that we are looking for," said Greene Concepts CEO Lenny Greene. "The iVo Technology has generated incredible results, upwards of 600 percent with their other clients. Adding our innovative product to an advanced marketing strategy influenced with the most modern technology available will surely have explosive results," he continued.

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.

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.