

Greene Concepts' INKWAY USA Announces Viral Internet Video-Overlay Marketing Toward Exponential Increase in Distributor Enrollment

NEW YORK—June 14,2011-- Greene Concepts, Inc. announces today a key viral marketing strategy that it's INKWAY USA division will employ on behalf of distributors toward increased awareness, brand recognition and overall program profitability.

INKWAY USA's President, Duane Noble, states, "One of the biggest response rate trends in internet marketing today is IVO Marketing (Internet Video-Overlay) in which a person, vehicle, you name it, steps, drives, crawls onto screen with a powerful call-to-action presence proven to affect strong viral market response. Most distributors are hard-working with powerful networks, but may not be salespeople, per se. The great thing about IVO is that it does the selling for you, leaving little else to do for the distributor other than getting people to the site."

Noble continues, "Most companies who utilize this form of marketing only use one IVO video. Effective as that is, INKWAY USA is currently developing a series of IVO videos that draw attention by entertaining the end-user as the opportunity is seamlessly introduced. The videos will walk a prospect through the entire sales and sign-up process using a psychologically passive, yet effective means toward higher distributor ratios."

Industry research and historical data shows that IVO Marketing has been estimated to increase overall sales by 600%. "That, in tandem with our attractive margins, make for a very big win," states Nobel. "Those statistics are staggering. At the same benchmark at which point the company would reach 35,000 enrolled distributors, these statistics propel that figure to more than 200,000 enrolled distributors within the same time frame using IVO Marketing."

Greene Concepts, Inc. plans to announce a launch date for the INKWAY USA division in the near future with exciting updates along the way.

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.