



News Release

DATE: 15 March 2003

RELEASE: Immediate

CONTACT: Drew Becker
Office: +1-919-264-9868
DRBECKER@GMAIL.COM

ALSTON HIRES CONVEY INK BRANDING AND RE-NAMING CAMPAIGN TO BEGIN

Raleigh, NC – 15 March 2003 – Stephen Alston, Management Consultant has contracted with Convey Ink to brand and re-name his company. Specializing in helping to improve customer service and facilitation for profit and non-profit companies, Alston has established his practice after years of recognized service at a major telecommunications company in Research Triangle.

“I look forward to going through the branding process with Convey Ink, ” said Alston. “Becker of Convey Ink understands the importance of the right brand and the right name.”

Alstons’ company was begun earlier this year and is working to complete planning to launch in the fall.

Convey Ink offers branding as part of its marketing services to clients in the Triangle. CI operates from the premise that the brand is the basis of all marketing and so should be one of the first elements in planning for a new business.

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About Convey Ink, Inc.:

Convey Ink (CI) is a unique company, specializing in assisting other enterprises to realize their full potential through marketing, branding, business writing, public relations, and training. All work is based upon the premise of *Authenticity Marketing*[™] where truth is paramount, and *spin* a thing of the past. For more information, please visit our website (WWW.CONVEYINK.COM) or call us (1-919-264-9868) directly.