



News Release

DATE: 3 June 2003

RELEASE: Immediate

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

ALSTON CONSULTING RE-NAMED SPLIT SCREEN CONSULTING

Raleigh, NC – 3 June 2003 – Stephen Alston has renamed his company Split-Screen Consulting after working with Convey Ink. Split Screen Consulting focuses on improving customer relations and efficient facilitation within companies. Alston brings many years of experience from a major corporation to help his clients.

“The name refers to looking at parallel functions in an organization simultaneously and finding the right synergy to create high performance,” said Alston. Alstons’ company was begun earlier this year and launches this the fall. His vision is to help companies operate more effectively and to help with better customers relations.

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.

###

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.