



News Release

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CONVEY INK'S BECKER ACQUIRES CONTRACT TO WORK ON STATE OF MICHIGAN HR KNOWLEDGE BASE

RTP, NC – 26 August 2003 – Convey Ink's Sr. Consultant Drew Becker has signed a contract with IBM in RTP to create content for a State of Michigan knowledge base. This effort will consolidate 14-agency state HR centers into a single Human Resource Call Center repository of information about all aspects of Human Resources. The Knowledge Base will be used by HR professionals to answer questions from clients seeking information about anything from health benefits to vacation days.

Becker will begin working with a team of four writers and a manager to complete this effort third quarter of 2004. Working through American Professional Consultants Becker will lend his writing talents to this task as well as his experience working with e-learning at ABB.

Convey Ink offers technical writing consulting to Raleigh and RTP companies.

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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.