



News Release

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UNC BASKETBALL STAR SAMPSON HIRES CONVEY INK TO HELP DEVELOP BUSINESS: FITNESS CENTER FOR DURHAM PLANNED

Raleigh, NC – 4 April 2005 – Tonya Sampson, UNC Women’s basketball star who scored the second-most points in UNC history: 2,143 in 123 games, has selected Convey Ink for business development and branding for her new endeavor. Sampson contacted Convey Ink to help work on the business plan and branding as she moves forward with the project.

“I needed a strong branding company to work with to create the kind of image necessary to build my dream,” said Sampson. “I spoke with the owner of Convey Ink and am sure he can collaborate to put together the kind of business plan and branding I need.”

Sampson believes there is a market in the Durham area for a sports center which meets the needs of the whole family and offers more than just sports and fitness. Convey Ink offers Convey Ink offers business development and branding as part of its marketing services to clients in the Triangle. Business development is critical to clients who want to execute sales and marketing plans and move from the planning to the implementation phase.

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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.