



# News Release

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## NHV MUSIC TUNES UP ITS MARKETING

### RECORD LABEL PICKS CONVEY INK TO SING ITS MESSAGE TO THE WORLD

**Willow Springs, NC – 29 September 2005** – NHV Music, a brand new label on the music scene today, has chosen Convey Ink to handle branding, marketing, and promotion for its CD catalog and artists. The company indicated its reasons for this was the high degree of honesty and integrity demonstrated by Convey Ink in its way of doing business.

“The music business is of necessity full of hype,” said Barth Strempek, Vice President of Operations for NHV Music. “We need a lot of that to keep up with other labels, but Convey Ink has shown us we can promote with high-energy while still presenting an authentic message to our customers.”

NHV Music intends to concentrate its releases along three lines of music, bluegrass, mainstream jazz, and specialty CDs reflecting music of many genre depicting a specific theme. For example, preliminary work is being done on a CD of music centered on the theme of sweetness and candy to be released in conjunction with Valentines Day.

NHV Music has also developed a relationship with Elon University in Elon, North Carolina for the use of production facilities and will be offering internships to Elon students to work on current and future projects. This allows the students chosen for the program to have actual hands-on business experience to go along with their degree when they graduate.

While new to the music business, NHV Music already has two CDs ready for launch in two different genres. The CD “Steel Rails Through the Valley” is a collection of bluegrass-style songs with railroad themes, all done by local artists from Wake County, North Carolina. Its second CD “Dear Old Stockholm” is described as mainstream jazz with a straight ahead hard-bop style, featuring Jack Wilkinson, another well known artist from Orange County, North Carolina. Please see the NHV Music website ([www.nhvmusic.com](http://www.nhvmusic.com)) for more information

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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*<sup>™</sup> where truth is paramount, and *spin* a thing of the past. For more information, please visit our website ([www.CONVEYINK.COM](http://www.CONVEYINK.COM)) or call us (1-919-264-9868) directly.