



News Release

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

CURRY AND IVEY HIRE CONVEY INK NEW BRANDING AND RE-NAMING CAMPAIGN

Raleigh, NC – 3 November 2005 - Sally Curry and Jane Ivey have contracted with Convey Ink to brand and re-name their consulting company. Curry and Ivey have formed a partnership to help those between positions and those entering the workforce to better prepare to find the best career choices and land new employment.

“I am excited to participate in the branding process with Convey Ink,” said Curry. “Becker of Convey Ink understands the importance of the right brand and the right name.”

The consulting company was begun earlier in the year and combines the skills of these two professionals with many years of experience between the two of them. The company will have two strong capabilities, working with young people exiting high school and college and working with those who are making a move in the job market.

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.