



News Release

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CAREER PATHWAYS NEW NAME FOR POWERFUL CONSULTING COMPANY

Raleigh, NC – 4 January 2006 — Convey Ink has worked with Sally Curry and Jane Ivey to re-name their company Career Pathways. Both partners are looking forward to offering their services in the Triangle under the new name. Curry and Ivey help those between positions and those entering the workforce to better prepare to find the best career choices and land new employment.

“Career Pathways is exactly the type of name we were looking for,” said Curry. “We are pleased with our experience working with Convey Ink to come up with a name that really explains what we can do for our clients.”

Career Pathways, begun last is looking forward to a successful new year. 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.