



News Release

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EKO TRACKS SELECTS CONVEY INK FOR STORY-BASED WEBSITE: TAKE A VIRTUAL SAFARI

Raleigh, NC 16 July 2007— Convey Ink is working with Eko Tracks, an educational travel and safari service to create a virtual safari throughout the pages of the website, WWW.EKOTRACKS.COM. Eko Tracks, run by world-traveler and ecologist Werner Dorgeloh, provides special interest tours of the African continent and beyond including birding, photographic, ecological, and adventure tours.

“Working with Convey Ink, we expect to bring some of the excitement of our tours to the website,” said Dorgeloh. “The creative writing experience is just what we need.”

Convey Ink builds copy for websites and collateral such as brochures and fliers for its clients in the Triangle. The company has four professional writers on staff.

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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.